



TRADE NEWS

A SERVICE OF



February 1, 1955

JOHN HALL WHEELOCK, POET AND EDITOR, IS SUBJECT
OF NBC 'ELDER WISE MEN' CONVERSATION FEB. 13

John Hall Wheelock will speak of his life and work as poet and as editor for the publishing house of Scribner's, Sunday, Feb. 13 (3 p.m., EST), in one of NBC Television's series of conversations with "elder wise men." In the filmed conversation, produced by Henry Salomon, Wheelock speaks with Davidson Taylor, NBC Vice President in charge of Public Affairs.

"Much of what he has done is permanently a part of American literature," a critic has written of Wheelock. "He has touched sheer beauty more frequently than any of his contemporaries."

His work has been called "stately and grave" and praised for its singing quality as verse, its personal intimacy, its absolute sincerity. He will present two of his poems in the telecast ("On the large highway..." and "Behind the wild-bird's throat...").

Wheelock, now 68, was born in Far Rockaway, Long Island, N.Y. He went to Harvard and was Class Poet at graduation. Two years later he joined Charles Scribner's Sons, where he is now an editor and assistant treasurer. His "Collected Poems" appeared in 1936.

The NBC-TV "wisdom" series has previously presented Robert Frost, Carl Sandburg, Bertrand Russell, Frank Lloyd Wright, Wanda Landowska, Alfred P. Sloan Jr., Dr. Louis Finkelstein, and Edward Steichen.

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ORIGINAL VERSION OF RICHARD STRAUSS' "WOULD BE GENTLEMAN" WILL BE
PRESENTED BY NBC OPERA THEATRE--IN NEW ENGLISH VERSION

The original version of Richard Strauss' "The Would Be Gentleman" will be given its first American performance by the NBC Opera Theatre as its next production Sunday, Feb. 27 (NBC-TV, 2:30-4 p.m., EST).

Although the complete casts for the play and opera have not been chosen, the title part in the play will be played by Wally Cox. Ariadne and Zerbenetta, the two principal women's roles in the opera, will be sung by sopranos Wilma Spence and Virginia MacWatters.

"The Would Be Gentleman" is a play with incidental music and contains an opera. Strauss wrote it originally to a German translation of the play by Moliere, in an abridged version. In the course of the play, which has orchestral incidental music, the "would be gentleman," M. Jourdain, has an opera performed in his home. This opera is "Ariadne of Naxos," under which title the opera is generally known in the opera house. The plan of the "gentleman" was to give a tragedy and a comedy. However the works will be too long, so M. Jourdain decides to put on both the comedy and tragedy at the same time. The results are somewhat startling.

When this "opera-within-a-play-with-incidental-music" was first given in 1912, it was not the great success that Strauss had

(more)

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expected. Several years later he wrote a new first act to replace the Moliere play and put the incidental music into a concert suite. This new act has not been as highly valued as the "Ariadne" itself. In returning to the original conception, the NBC Opera Theatre's producer and the music and artistic director feel that they have a perfect vehicle for television.

The production will be given in English in an hour-and-a-half version, with the play running a little longer than the opera itself. John Wood's translation of the Moliere play will be used in the first part. The opera will be done in the translation of the Hugo von Hofmannsthal libretto by George and Phyllis Mead.

Samuel Chotzinoff is producer of the NBC Opera Theatre and Peter Herman Adler is music and artistic director. Adler will conduct the performance. This opera also will mark the directorial debut with the NBC Opera Theatre of John Schwartz. The production and costumes were designed by the noted artist Rouben Ter-Arutunian, who was the designer earlier this season of NBC's "Abduction from the Seraglio."

Charles Polacheck is associate producer and Gertrude Rosenstein is assistant director. This will be the fifth production of the 1954-1955 season of the NBC Opera Theatre and the 35th presentation in its six years of existence.

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NBC-New York, 2/1/55



COLOR TELEVISION NEWS

A SERVICE OF



NBC COLOR TELECASTS FOR WEEK (Feb. 6-12)

(NBC-TV Network including WRCA-TV)

Mon., Feb. 7

8:00-9:30 p.m., EST -- PRODUCERS' SHOWCASE presents "The Women," with Shelley Winters, Paulette Goddard, Ruth Hussey, Mary Astor, Nancy Olson, Mary Boland, Valerie Bettis and Cathleen Nesbitt in the all-female cast. Clare Boothe Luce's most popular play, which later became a film hit, is a sociological satire on the female of the species, set against a glamorous Park Avenue and Reno background.

Wed., Feb. 9

7:00-7:30 p.m., EST -- NORBY with David Wayne and Joan Lorring. The Norbys do their best to foster "Wahleen's Romance," but the bank's gum-chewing switchboard operator has her own ideas for handling men. (Janice Mars plays the role of Wahleen).

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NBC-New York, 2/1/55

JACKIE GLEASON ON 'KING AND QUEEN OF HEARTS'
NBC RADIO PROGRAM TO AID HEART FUND DRIVE

Comedian Jackie Gleason will appear on KING AND QUEEN OF HEARTS in behalf of the Heart Fund Drive on Sunday, Feb. 13 (NBC radio 7-7:55 p.m., EST).

New York disc jockey Jerry Marshall, who together with Gleason has polled 3000 "deejays" for their votes, also will appear to announce and present the winners of the king and queen poll.

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JOHN F. TALLCOTT JOINS NBC AS RADIO NETWORK ACCOUNT EXECUTIVE

John F. Tallcott, has joined the National Broadcasting Company staff as a radio network account executive it was announced today by Fred Horton, director of sales of the NBC Radio Network.

Tallcott comes to NBC from MBS where he was an account executive for six years. Prior to that, he was on the sales staff of SESAC, Inc.

He was graduated from Colgate University with an A.B. in 1940. During World War II he served in the Army with Armed Forces Radio Services. He is married, has three children and lives in Ardsley, N.Y.

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NBC-New York, 2/1/55

THESE CHANGES IN THE WAY WE THINK

AND FEEL ABOUT THE WORLD ARE IMPORTANT

AND WE MUST BE AWARE OF THEM

AND WE MUST BE OPEN TO NEW IDEAS

AND WE MUST BE WILLING TO CHANGE

AND WE MUST BE OPEN TO NEW IDEAS

AND WE MUST BE WILLING TO CHANGE

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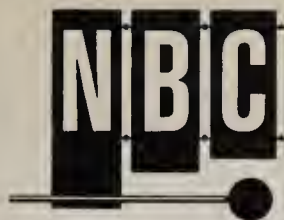
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TRADE NEWS

A SERVICE OF



February 2, 1955

COLOR TV TO BE SOLD TO ADVERTISERS PRIMARILY ON PARTICIPATING BASIS,
NBC'S RICHARD A.R. PINKHAM TELLS RADIO-TV EXECUTIVES IN NEW YORK

Color television will be sold to advertisers primarily on a participating basis, Richard A.R. Pinkham, Vice President in charge of Participating Programs for NBC, declared yesterday.

Mr. Pinkham made this and other predictions in a speech Tuesday, Feb. 1, before the Radio and Television Executives Society in a luncheon meeting at Toot Shor's.

Mr. Pinkham said that, with the constantly rising costs of network television, few large advertisers would be able to afford to buy a full-hour color show. Most color programs would be bought on the same multi-sponsorship basis as that of the NBC programs "Today," "Tonight" and "Home," he said.

"In addition we will have for sale five-second color billboards which will compete quite successfully with the 24-sheet outdoor billboards which get about five seconds' notice," he said. "We will sell ten-second, twenty-second, and thirty-second spots as well."

Among the advantages of the participating concept are its personal salesmanship by a television star and its point-of-sale merchandising values, Mr. Pinkham said.

(more)

2 - A.R. Pinkham

"I believe that more and more the big stars of television will be giving their own commercials, lending their own personal endorsement to give conviction to the advertising message," he said. "Television, particularly color television, is uniquely equipped, too, to get the various echelons of the distributive chains excited about the advertising campaign."

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NBC-New York, 2/2/55



TRADE NEWS



February 2, 1955

28TH ANNIVERSARY OF CITIES SERVICE SERIES ON NBC RADIO NETWORK
WILL BE OBSERVED WITH 'BAND OF AMERICA' FEB. 14 BROADCAST

CITIES SERVICE BAND OF AMERICA will celebrate the program's 28th anniversary on the air Monday, Feb. 14 (NBC Radio, 9:30 p.m., EST). Paul Lavalie will conduct the musicians in his own "Cities Service Triumphal March" which he wrote in 1952 for the Silver Anniversary celebration.

Cities Service has the oldest continuous musical program on the air. The program started on NBC in Feb. 1927 with Edwin Franko Goldman and his band. Shortly afterward it featured an orchestra with Rosario Bourdon as conductor. Other series including the "Cities Service Concerts" and "Highways in Melody," also preceeded the "Band of America" which started on the series June 4, 1948. Originally it was scheduled as a Summer program, but the response was so great that it has been on the air ever since. Paul Lavalie has been the only conductor of the band, which has written a new chapter in the history of band music in the U.S.

There are about 75,000 bands in this country comprising over 2,500,000 players. These musicians range from virtual infants to centenarians and include people from every walk of life.

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2 - 'Cities Service Band of America'

Paul Lavalley has composed many marches and other pieces for band in the almost seven years of the "Band of America." Many of his compositions and his performances of band classics have been recorded by RCA Victor in several popular albums.

Other numbers chosen for the program of Feb. 14 are "Big Brass Band," by Lavalley and Ventre; "The Old Oaken Bucket," in an arrangement by Bonnell; J.F. Wagner's "Under the Double Eagle"; Patterson-Shannon's "Florida, Florida, Florida!" (to be sung by the Green and White Quartet); Lavalley's arrangement of the "Polovetzian Dances" from "Prince Igor" by Borodin, and "Purple Carnival March" by Alford.

"Cities Service Band of America" is produced by James Haupt. Ford Bond is announcer and Tom Ellington is scriptwriter.

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NBC-New York, 2/2/55

NBC**TRADE NEWS**

A SERVICE OF



February 3, 1955

NBC'S ROBERT W. SARNOFF URGES U.S. TELEVISION MANUFACTURERS TO
SPONSOR COLOR TV PROGRAMS AND START OUTPUT OF COLOR TV SETS

- - -

Network Executive Addresses Rochester (N.Y.) Transportation Club

FOR RELEASE FRIDAY A.M., FEB. 4

ROCHESTER, N.Y., Feb. 3 -- The nation's television set manufacturers were urged today by Robert W. Sarnoff, Executive Vice President of the National Broadcasting Company, to fulfill their responsibility to color television by sponsoring color programs on the networks, and starting the production now of color TV sets. He revealed that $4\frac{1}{2}$ million people had already seen at least one color program on the 15,000 color sets now in use.

In a talk before the Transportation Club of Rochester, Mr. Sarnoff said NBC was endeavoring to stimulate public demand through its color programming, but that "if color is to grow with the speed it should, more set manufacturers must go into color set production now."

He discussed the excitement created by color programs, and recalled that last October he conservatively estimated that over 2,000,000 people had seen a color program. "I didn't realize how much

(more)

the figure undershot the mark," he said. "During the same month, the Psychological Corporation of New York was conducting a nationwide survey on this very subject."

"Its finding," he continued, "recently released, indicates that by last November, $4\frac{1}{2}$ million people had seen at least one color program." Of this total, the study showed that two out of three watched NBC programs. Mr. Sarnoff said, "People were going out of their way to see color, gathering at TV stations, dealer stores, clubs and in the homes of the lucky few with color sets."

Urging television set manufacturers to sponsor color programs, Mr. Sarnoff recalled that when radio was starting as a national service, "set manufacturers recognized the importance of programming -- and became radio's first sponsors."

The same logic, he said, prevailed in the early days of black-and-white television. "The leading set manufacturers -- and there were 10 of them -- were pioneer sponsors of the early television shows." Then he said:

"Yet, of these companies, only RCA and Westinghouse are currently sponsoring color programs. Surely it is reasonable to expect the others to join in priming the pump for a new industry that one day will contribute so much to their own welfare. One of the best ways they can do it is by sponsoring color programs now."

Of set production, he said:

"RCA is in active production on its new 21-inch tube and the set that goes with it. A few weeks ago, the price of this tube was reduced 43 per cent -- from \$175 to \$100 -- as a result of production economies that were quickly developed. Deliveries of this

(more)

tube to other manufacturers started in November, and the 21-inch set itself is beginning to come on the market."

Mr. Sarnoff remarked, however, that if color is to grow with the speed it should, the whole industry must advance its pace.

"If more manufacturers go into color set production now," he explained, "the process of development will begin shifting into high gear. As sales grow, mass production will bring down the price of sets. With lower prices, color circulation will start climbing to the hundreds of thousands and then to the millions. And with circulation rising, more and more advertisers will come into the medium, providing the revenues for program production."

Mr. Sarnoff said he was convinced that 1955 is the year for pioneering the continent with color, and predicted it would eventually replace black-and-white as the basic television service.

"We've estimated," he said, "that during the next five years the public will spend three billion dollars more on color sets than it spent on black-and-white sets in the past five years."

Mr. Sarnoff cited the power of television as a sales tool, with what he termed "the fairy-tale story" of the cosmetic company, Hazel Bishop. "Four years ago," he said, "it was grossing about \$50,000 and operating at a loss. In 1951, it moved into television on NBC, and has been expanding its television budget ever since. Last year, Hazel Bishop grossed about \$12,500,000, with a television budget of \$3,500,000 -- or 28 per cent of sales."

"Starting with lipstick as its only product, the company has added three other cosmetics to its line. And now it's one of our color program sponsors."

"For industry and the nation," he concluded, "color will mean that a powerful new diesel has been coupled to the American economy to pull it forward and upward."

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NBC-New York, 2/3/55



TRADE NEWS

A SERVICE OF



February 3, 1955

ELABORATE TECHNICAL SETUP REQUIRED FOR NBC TELECAST OF MOTION PICTURE ACADEMY'S NOMINATIONS CEREMONIES

One of the most complex technical setups in the history of television will be required for the first telecast of the Nominations Ceremony of the Academy of Motion Picture Arts and Sciences Saturday, Feb. 12 (NBC-TV, 9 to 10:30 p.m., EST). Jack Webb of "Dragnet" fame will be emcee.

Nine cameras will be used in NBC's Burbank (Calif.) studios and three each at Ciro's, the Cocoanut Grove and Romanoff's, Hollywood supper clubs. There will be an additional closed circuit "slave" camera to transmit from any of the four points. An official from the firm of Price, Waterhouse & Co., public accountants who prepare the tabulation, will place a card listing names of nominees on a rack before the camera, and then the names will be flashed on monitor cameras in each place of show origination. The hostess at each point will read off the names of nominees who then will step before the cameras.

Producer Alan Handley's crew for this split-second timing will include five directors, five associate directors, three associate

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2 - Academy Nominations

producers, 12 stage managers. There will be three mobile units, each with a crew of 14. There will be 42 engineers on duty at the two Burbank studios in use. There will be five projectionists and eight engineers for filmed portions of the telecast. There will be 48 pieces of telephone transmission equipment, whereas only 3 or 4 are required for the average video program.

There will be a rehearsal with full equipment and crews the day before the telecast but, because the supper-clubs will be doing business that evening, all the gear must be dismantled and reset the next day.

The actual Awards Ceremony of the Academy will be presented over both TV and radio on NBC Wednesday, March 30 (10:30 p.m. to 12 midnight, EST). The Oldsmobile Division of General Motors will sponsor both the Nominations telecast and the Awards telecast and broadcast.

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NBC-New York, 2/3/55

NBC RADIO NETWORK NEWS

February 3, 1955

NEGRO HISTORY WEEK SALUTED ON NBC RADIO'S 'BEST OF ALL'

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Marian Anderson Heads List of Artists Appearing on Program
Presented in Cooperation With Negro Musicians' Association

The National Broadcasting Company will salute National Negro History Week in a special program in co-operation with the National Association of Negro Musicians on BEST OF ALL Monday, Feb. 14 (NBC Radio, 8:15-9 P.M., EST). Marian Anderson will head the list of those appearing on the program.

The National Association of Negro Musicians was organized in 1919 to aid talented young artists. Its first scholarship was given to the then unknown singer Marian Anderson. Since that time the organization, composed of 2,000 members, has given away over \$25,000 in aid to musicians. Carl Diton, president of the organization, will speak briefly.

Musical artists scheduled for the broadcast are Grance Bumbry, contralto; Fred Thomas, baritone, and (Mr.) Vivian Scott, pianist.

The NBC Concert Orchestra will be conducted by Skitch Henderson.

George Voutsas will direct the program.

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NBC TRADE NEWS

33,816,000 TELEVISION SETS IN U.S. AS OF JAN. 1--
GAIN OF 6,000,000 IN YEAR, NBC ESTIMATE SHOWS

As of Jan. 1, 1955, there were 33,816,000 TV sets in the U.S. according to an estimate released today by Hugh M. Beville Jr., director of Research and Planning for the National Broadcasting Company. This is an increase of 6,000,000 TV installations since NBC's Jan. 1, 1954, estimate of 27,812,000.

Mr. Beville said 402 U.S. TV stations were operating commercially in 250 markets as of Jan. 1. The total of stations is 59 greater than a year ago.

Mr. Beville estimated that 169 stations were capable of transmitting network color programs as of Jan. 1, 1955, in areas accounting for nearly 77 per cent of all homes in the country and close to 92 per cent of all TV sets.

He said color equipped NBC affiliates totalled 91 on Jan. 1, 1955, in areas accounting for approximately 90 per cent of the nation's TV sets.

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NBC-New York, 2/3/55



TRADE NEWS

A SERVICE OF



February 4, 1955

NBC LEADS FIRST NIELSEN SURVEY OF 1955 WITH
SIX OF TOP TEN TV EVENING PROGRAMS

- - -

'George Gobel Show' in Select List; Telecast
Of Rose Bowl Game Scores Highest Rating

The first Nielsen survey of 1955 lists six NBC-TV shows among the nation's top ten evening programs on a rating and homes-reached basis including, for the first time, the "George Gobel Show" after less than 20 weeks on the air.

A daytime telecast, NBC-TV's Rose Bowl Football Game Jan. 1, reached 17,072,000 homes -- the largest number ever reached by a single telecast sports event -- and was the nation's highest rated program, 55.5 for the two-week survey ending Jan. 8.

The latest national audience counting survey accents the rapid rise in nationwide popularity of NBC's George Gobel. From an initial rating of 28.3 in October, the comedy find of the year has increased his rating progressively, to win ninth place (Pet Milk) and tenth place (Armour & Co.), with respective ratings of 43.7 and 42.1 in the January report.

Gobel's audience has nearly doubled since his debut, increasing steadily from 7,560,000 homes to 13,184,000. His viewers now number 23,500,000.

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2 - Nielsen Ratings

Other highlights in the Nielsen survey:

Max Liebman's Sunday color Spectacular, "Good Times," reaching 12,596,000 homes, won tenth place in the homes-reached listing, and 11th place, 42.1, in the ratings. (Of the 12 Spectaculars thus far, nine have made the top 10 either in ratings or homes reached).

All three half-hours of "Tonight," NBC's pioneering show in late evening network television, drew their highest ratings to date -- 7.9, 7.6 and 7.6. "Tonight" had its premiere last September.

Almost every daytime NBC-TV show increased its rating over the previous Nielsen report, and the entire block of Saturday morning programs pulled ratings above 10.0, with the "Paul Winchell-Jerry Mahoney Show" scoring a high of 14.9.

Two new evening programs -- NBC-TV's "Norby," a color film series, and the "Bob Cummings Show" -- both won exceptional ratings. "Norby" rated 16.1 and the "Bob Cummings Show" 17.2.

The top ten evening ratings:

1.	I Love Lucy (Procter & Gamble).....	54.7
2.	I Love Lucy (Phillip Morris).....	52.4
3.	Disneyland.....	47.8
4.	Toast of the Town.....	47.7
5.	You Bet Your Life (NBC).....	46.9
6.	Dragnet (NBC).....	44.3
7.	Buick-Berle Show (NBC).....	44.0
8.	1955 Variety Show (NBC).....	44.0
9.	George Gobel Show (Pet Milk) (NBC).....	43.7
10.	George Gobel Show (Armour) (NBC).....	42.1

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OTHER RESEARCH IN THE FORTHCOMING

THE RESEARCHER'S DUTY TO THE READER

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RESEARCHER'S DUTY TO THE READER

1.	I have read (written) your paper
2.	I have read (written) your paper
3.	I have read (written) your paper
4.	I have read (written) your paper
5.	I have read (written) your paper
6.	I have read (written) your paper
7.	I have read (written) your paper
8.	I have read (written) your paper
9.	I have read (written) your paper
10.	I have read (written) your paper

3 - Nielsen Ratings

Homes-reached:

1.	I Love Lucy -- (Procter & Gamble)	16,213,000
2.	I Love Lucy -- (Phillip Morris)	15,825,000
3.	You Bet Your Life -- (NBC)	14,262,000
4.	Toast of the Town	14,229,000
5.	Disneyland	13,609,000
6.	Buick-Berle Show -- (NBC)	13,248,000
7.	Dragnet -- (NBC)	13,188,000
8.	George Gobel Show -- (NBC) (Pet Milk)	13,184,000
9.	1955 Variety Show -- (NBC)	13,165,000
10.	Max Liebman's Good Times -- (NBC)	12,596,000

(Note to Editors: Where one show appears twice, alternate sponsorship is indicated).

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NBC-New York, 2/4/55

SECRET

1	I have been - (secret)	100,000,000
2	I have been - (secret)	100,000,000
3	you have been - (secret)	100,000,000
4	there is the fact - (secret)	100,000,000
5	there is the fact - (secret)	100,000,000
6	there is the fact - (secret)	100,000,000
7	there is the fact - (secret)	100,000,000
8	there is the fact - (secret)	100,000,000
9	there is the fact - (secret)	100,000,000
10	there is the fact - (secret)	100,000,000

There is the fact - (secret)

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TRADE NEWS

A SERVICE OF



February 4, 1955

'EMMY' AWARDS OF ACADEMY OF TV ARTS AND SCIENCES TO BE MADE ON
SPECIAL HOLLYWOOD-ORIGINATED 'TONIGHT' PROGRAM MARCH 7;
FIRST BALLOT NOMINATIONS ANNOUNCED IN 21 CATEGORIES

FOR RELEASE MONDAY A.M., FEB. 7

Nominations for television's national "Emmy" awards for the year 1954 in 21 categories were announced today by Don Defore, president of the Academy of Television Arts and Sciences.

For the first time, the entire nation will be able to witness the awarding of television's famed statuettes in an hour-and-a-half NBC telecast of the academy's seventh annual award dinner on Monday, March 7. The telecast will be presented on Steve Allen's "Tonight" which will have special West Coast origination that evening (11:30 p.m.-1 a.m., EST).

More than 1,000 persons are expected to be present at the awards dinner to be held in Frank Sennes' famed Moulin Rouge Night-club in Hollywood, where Steve Allen will act as master of ceremonies.

The first ballot nominations were returned yesterday to Price, Waterhouse and Company, the auditing firm tallying the count both for the nominations and the final balloting.

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As in the past, there are five nominations (except where two or more shows or personalities are tied) in each category, with the 750 members of the academy participating in the voting for the ultimate winners. The categories for 1954 include "Programs," "Personalities," "Writing," "Music" and "Technical Awards." Heading the ATAS Awards Committee are Robert Black and Frank C. Baxter, as co-chairman. Don Defore, as president of the academy, is an ex-officio member of the committee.

The NBC telecast of the awards ceremonies will also include some of the spectacular production numbers from the Moulin Rouges' own stage show.

While the nominations for programs and personalities have been made by the entire membership of the ATAS, nominations for professional technical excellence have been made by each of the professional groups concerned specifically with their own category. The final results will be decided by the vote of the entire membership.

ATAS members of the Awards Committee are Robert Cummings, Ralph Berger, Harold E. Stine, William M. Sterling, Harry R. Lubcke, Bob Longenecker, Irvine E. Warburton, Johnny Mercer, Axel Bruenberg, J. Gwen Bagni, Kenneth B. Craig, Hal Hudson, James D. Higson, Frank B. Cleaver and Rodney Coulson.

Following are those nominated for the 21 national categories as established by the ATAS for the year 1954 (Jan. 1 through Dec. 31):

BEST INDIVIDUAL PROGRAM

"Diamond Jubilee of Light" (All networks, one time only).
"Operation Undersea" (ABC) "Disneyland."

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"SPECIAL AGENT IN CHARGE" (1947)
"SPECIAL AGENT IN CHARGE" (1947)
"SPECIAL AGENT IN CHARGE" (1947)

as established by the fact that the year 1947 is the year in which the following are listed:

1. Brown and Brown Brothers

2. Green and Green Brothers

3. Brown and Brown Brothers

4. Brown and Brown Brothers

5. Brown and Brown Brothers

6. Brown and Brown Brothers

7. Brown and Brown Brothers

8. Brown and Brown Brothers

9. Brown and Brown Brothers

10. Brown and Brown Brothers

11. Brown and Brown Brothers

12. Brown and Brown Brothers

13. Brown and Brown Brothers

14. Brown and Brown Brothers

15. Brown and Brown Brothers

16. Brown and Brown Brothers

17. Brown and Brown Brothers

18. Brown and Brown Brothers

19. Brown and Brown Brothers

BEST INDIVIDUAL PROGRAM (Cont'd)

"White Is the Color" (NBC) "Medic."
"A Christmas Carol" (CBS) "Shower of Stars."
"Twelve Angry Men" (CBS) "Studio One."

BEST DRAMATIC SERIES

"Four Star Playhouse" (CBS)
"Medic" (NBC)
"Television Playhouse" (Philco and Goodyear) (NBC)
"Studio One" (CBS)
"United States Steel Hour" (ABC)

BEST SITUATION COMEDY SERIES

"Burns and Allen" (CBS)
"I Love Lucy" (CBS)
"Make Room for Daddy" (ABC)
"Mr. Peepers" (NBC)
"Our Miss Brooks" (CBS)
"Private Secretary" (CBS)
(Six nominations two were tied).

BEST VARIETY SERIES (Including Musical Variety)

"Disneyland" (ABC)
"George Gobel Show" (NBC)
"Jackie Gleason Show" (CBS)
"Toast of the Town" (CBS)
"Your Hit Parade" (NBC)
"Jack Benny Show" (CBS)
(Six nominations two were tied).

BEST NEWS REPORTER OR NEWS COMMENTATOR

John Daly (ABC)
Douglas Edwards (CBS)
Clete Roberts (Syndicated)
Eric Severeid (CBS)
John Cameron Swayze (NBC)

BEST CULTURAL, RELIGIOUS OR EDUCATIONAL PROGRAM

"Life Is Worth Living" (Bishop Fulton J. Sheen) (DuMont)
"Meet The Press" (NBC)
"Omnibus" (CBS)
"Person to Person" (Edward R. Murrow) (CBS)
"See It Now" (Edward R. Murrow) (CBS)

BEST CHILDREN'S PROGRAM

"Art Linkletter and the Kids" (Syndicated)
"Ding Dong School" (NBC)
"Kukla, Fran and Ollie" (ABC)
"Lassie" (CBS)
"Time for Beany" (Syndicated)
"Zoo Parade" (NBC)
(Six nominations two were tied).

(more)

BEST ACTOR IN A SINGLE PERFORMANCE

Robert Cummings, "Twelve Angry Men" ("Studio One," CBS)
Frank Lovejoy, "Double Indemnity" ("Lux Video Theatre," NBC)
Frederic March, "The Royal Family" ("Best of Broadway," CBS)
Frederic March, "The Christmas Carol" ("Shower of Stars," CBS)
Thomas Mitchell, "The Good of This Land" ("Ford Theatre," NBC)
David Niven, "The Answer" ("Four Star Playhouse," CBS)

BEST ACTRESS IN A SINGLE PERFORMANCE

Judith Anderson, "Macbeth" ("Hallmark Hall of Fame," NBC)
Ethel Barrymore, "The Thirteenth Chair" ("Climax," CBS)
Beverly Garland, "White Is the Color" ("Medic," NBC)
Ruth Hussey, "Craig's Wife" ("Lux Video Theatre," NBC)
Dorothy McGuire, "The Gioconda Smile" ("Climax," CBS)
Eva Marie Saint, "Middle of the Night" ("TV Playhouse," NBC)
Claire Trevor, "Ladies in Retirement" ("Lux Video Theatre," NBC)

BEST ACTOR STARRING IN A REGULAR SERIES

Richard Boone (NBC)
Robert Cummings (Syndicated)
Jackie Gleason (CBS)
Danny Thomas (ABC)
Jack Webb (NBC)

BEST ACTRESS STARRING IN A REGULAR SERIES

Eve Arden (CBS)
Gracie Allen (CBS)
Lucille Ball (CBS)
Ann Sothern (CBS)
Loretta Young (NBC)

BEST SUPPORTING ACTOR IN A REGULAR SERIES

Ben Alexander (NBC)
Art Carney (CBS)
Don Defore (ABC)
Bill Frawley (CBS)
Gail Gordon (CBS)

BEST SUPPORTING ACTRESS IN A REGULAR SERIES

Bea Benaderet (CBS)
Jean Hagen (ABC)
Marion Lorne (NBC)
Audrey Meadows (CBS)
Vivian Vance (CBS)

BEST WESTERN OR ADVENTURE SERIES

"Annie Oakley" (Syndicated)
"Death Valley Days" (Syndicated)
"Roy Rogers Show" (NBC)
"Stories of the Century" (Syndicated)
"Wild Bill Hickok" (Syndicated)

(more)

5 - 'Emmy Awards'

BEST MYSTERY OR INTRIGUE SERIES

"Dragnet" (NBC)
"Foreign Intrigue" (Syndicated)
"I Led Three Lives" (Syndicated)
"Racket Squad" (Syndicated)
"Waterfront" (Syndicated)

BEST AUDIENCE, GUEST PARTICIPATION OR PANEL PROGRAM

"Masquerade Party" (ABC)
"People Are Funny" (NBC)
"This Is Your Life" (NBC)
"What's My Line?" (CBS)
"You Bet Your Life" (NBC)

MOST OUTSTANDING NEW PERSONALITY

Richard Boone
Walt Disney
"Fess" Parker
Tennessee Ernie Ford
Preston Foster
George Gobel
Michael O'Shea

BEST MALE SINGER

Perry Como
Eddie Fisher
Frankie Lane
Tony Martin
Gordon MacRae

BEST FEMALE SINGER

Jane Froman
Peggy King
Gisele MacKenzie
Dinah Shore
Jo Stafford

BEST SPORTS PROGRAM

"Gillette Cavalcade of Sports" (NBC)
"Greatest Moments in Sports" (NBC)
NCAA Football (ABC)
Pacific Coast Conference Basketball (Don Lee)
Professional Football (DuMont)

BEST DAYTIME PROGRAM

"Art Linkletter's House Party" (CBS)
"Betty White Show" (NBC)
"Bob Crosby Show" (CBS)
"Garry Moore Show" (CBS)
"Robert Q. Lewis Show" (CBS)

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NBC-New York, 2/4/55

February 4, 1955

HOLLYWOOD PRESS CORPS TO MAKE TV DEBUT 'EN MASSE'

DURING TELECAST OF MOTION PICTURE ACADEMY

NOMINATIONS CEREMONIES ON NBC

An unusual feature of the first Academy of Motion Pictures Arts and Sciences Nominations ever to be televised will be the "en masse" TV debut of Hollywood's press contingent during the coast-to-coast telecast Saturday, Feb. 12 on NBC-TV (9 to 10:30 p.m., EST). Television viewers will see the film colony's correspondents of press associations, feature syndications, newspapers and magazines as they transmit the news of which movie personalities, pictures and technicians are to be finalists in the annual Oscar ceremony.

Jack Webb, star of NBC's "Dragnet," will be master of ceremonies for the show, with past award-winning film stars as hosts and hostesses in NBC's Burbank Studios, where the program will originate. Remote cameras also will cover such famed after-dark filmland rendezvous as the Cocoanut Grove, Ciro's and Romanoff's, where "nominations night parties" will be taking place. Three television cameras will be in each night spot, and nine cameras will be used in the Burbank Studios. The personalities eligible for nominations are expected to be at these places, to permit live camera pickups as they learn they are finalists.

This gala event precedes by six weeks the Academy Awards ceremony, which will be covered by NBC-TV and Radio Wednesday, March 30 (10:30 p.m., to midnight).

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'ROADSHOW' CONTEST WINNERS QUALIFY FOR CHANCE AT
BIG JACKPOT PRIZE ON NBC RADIO SATURDAY SERIES

Two weeks of basking in the tropical sunshine at lovely Veradero Beach in Cuba await the winner of a novel contest now in progress on NBC's Saturday series, ROADSHOW (NBC Radio Network except WRCA 10:30 a.m.-12 noon, EST, and 1:30 p.m.-6 p.m., EST).

The nine-week contest began on Jan. 29 and extends through March 26. The lucky winner will be announced by "Roadshow" host Bill Cullen on Saturday, April 2.

Here's how the contest works:

Each week, as regular features of the program, three different contests are conducted on "Roadshow." The first involves drawing the names of eight "Lucky License Plate" winners (listeners are asked to mail in their tag numbers). Also, each week three prizes are awarded to those who wrote in the best endings for a previously announced "Safety Limerick." The remaining prizes are awarded to the two winners of the weekly "Mr. Safety" contest. In this contest, two "Mr. Safety's" in two different cities cruise the highways in search of a particularly safe, courteous driver.

All of these various winners will be asked throughout this "Jackpot" contest to guess the total number of miles driven by the 18 "Mr. Safety's" during the nine-week contest.

The person who comes closest to the actual figure will be flown to New York and thence via Pan American World Airways to Cuba, where he or she will spend two expense-free weeks at the luxurious new Veradero International Hotel. And the winner can pick any two-week period within the next year.

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A WINDOW WINS A PRIZE

When HOME chose Frederick & Nelson in Seattle, Wash., as "The Department Store of the Week" last year, the display department arranged a special housewares window based on merchandise shown on the network TV program (NBC-TV, Mondays-Fridays, 11 a.m. to 12 noon, EST). This window display was one of the prize winners in the sixth annual Retail Display Contest staged by the Visual Merchandising Group of the National Retail Dry Goods Association. The winners were announced at the NRDGA convention in New York in January.

This window included a large, framed artist's drawing of the store in the background, a black cutout of a TV camera with the identification of the local station on it, and the housewares merchandise which was displayed on wrought iron and wood step fixtures. A sign over the display read, "As presented on HOME."

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A SALUTE TO 'SHERIFF' JACK CARSON

Now it's "Sheriff" Jack Carson.

The chamber of commerce of Calabasas, Cal., swore in the star of NBC-TV's "Jack Carson Show" at a dinner of the Sheriffs' Department of Los Angeles County on Feb. 3. Carson, who has the height and bulk of a football tackle, was selected as "the biggest man in the area." He owns a 50-acre ranch in Calabasas, where he raises horses, beef cattle, chickens, pheasants, turkeys, rabbits and other livestock.

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NBC-New York, 2/4/55



COLOR TELEVISION NEWS

A SERVICE OF



MARY MARTIN AND THE ENTIRE PRODUCTION OF BROADWAY'S "PETER PAN" HIT WILL BRING MAGIC ~~BARRIE~~ CLASSIC TO "PRODUCERS' SHOWCASE" IN 2-HOUR NBC COLORCAST, MONDAY, MARCH 7, 7:30-9:30 P.M., EST

Mary Martin and the entire production of her current Broadway smash musical, "Peter Pan," will bring the magic of James M. Barrie's ageless classic to millions of televiewers on PRODUCERS' SHOWCASE Monday, March 7 (NBC-TV, 7:30-9:30 p.m., EST), in an unprecedented two-hour colorcast, it was announced today by Sylvester L. Weaver Jr., President of the National Broadcasting Company.

"This marks the first time that a great stage hit will be moved intact from Broadway to a television studio," said Mr. Weaver. "The entire production, including complete cast of principals, featured players, singers and dancers; every piece of scenery and each costume; the music, lyrics, libretto and full orchestra -- all will be shifted to our Brooklyn color studios. There will be an intensive rehearsal period at Brooklyn to orient the cast to the requirements of television.

"This will also be the first time that a Broadway stage success will use television in place of the national road tour that traditionally follows a New York run. Thus 'Peter Pan' joins a notable list of NBC 'firsts.'

(more)

The first part of the paper is devoted to a discussion of the general principles of the theory of the structure of the atom. It is shown that the structure of the atom is determined by the laws of quantum mechanics, and that the laws of quantum mechanics are in agreement with the experimental facts.

The second part of the paper is devoted to a discussion of the specific properties of the structure of the atom. It is shown that the structure of the atom is determined by the laws of quantum mechanics, and that the laws of quantum mechanics are in agreement with the experimental facts. The specific properties of the structure of the atom are discussed in detail, and it is shown that they are in agreement with the experimental facts.

The third part of the paper is devoted to a discussion of the general principles of the theory of the structure of the atom. It is shown that the structure of the atom is determined by the laws of quantum mechanics, and that the laws of quantum mechanics are in agreement with the experimental facts. The general principles of the theory of the structure of the atom are discussed in detail, and it is shown that they are in agreement with the experimental facts.

The fourth part of the paper is devoted to a discussion of the specific properties of the structure of the atom. It is shown that the structure of the atom is determined by the laws of quantum mechanics, and that the laws of quantum mechanics are in agreement with the experimental facts. The specific properties of the structure of the atom are discussed in detail, and it is shown that they are in agreement with the experimental facts.

2 - "Producers' Showcase"

"Since the 'Peter Pan' production is so large and intricate and her own role in it so physically taxing, Miss Martin feels that it is more feasible to play to a multi-million TV audience in a single night, rather than to embark on an arduous road tour that still could hardly reach the audience of more than 37,000,000 who have watched previous NBC Spectaculars. We are proud and honored that the gift of Miss Martin's genius, in this superb production, will be offered on our network to the greatest possible number of American televiewers."

Said Miss Martin: "Never in my entire experience have I been in a show to which people -- grownups and children alike -- have reacted as they have to our musical 'Peter Pan.' The enormous mail, the conversations of countless members of the audience who came to see me backstage, made it clear that 'Peter Pan' had an extraordinary effect -- it exhilarated those who saw it, lifted them out of themselves, made them happier human beings for having been touched by its magic.

"We made up our minds that playing this production in San Francisco, Los Angeles and Broadway, as we have, would not be enough.

"We wanted everybody -- or as many people as possible -- in the country to see it. That, of course, meant touring the show from one end of the United States to the other after the New York engagement. But 'Peter Pan' is an unusual show, too, from a technical point of view. It involves more equipment and more people to run that equipment than are carried by any other show on Broadway. This, obviously, makes touring practically impossible. Now, with our March 7 telecast, I think we have reached a completely satisfactory

(more)

3 - "Producers' Showcase"

solution to that problem. For not thousands, or hundreds of thousands, but millions of Americans will be able to share our joy in 'Peter Pan'."

Prominently featured with Miss Martin, in the dual role of Mr. Darling and Captain Hook, which he is currently acting on Broadway, will be Cyril Ritchard, equally famed on the British and American stages as a comedy stylist of the first rank.

Other important players from Miss Martin's Broadway cast who will repeat their parts in the March 7 TV version will be Margalo Gillmore (Mrs. Darling); Kathy Nolan (Wendy); Heller Halliday (Miss Martin's real-life daughter, who will be seen as Liza, the Darling's maid); Norman Shelley (as Nana and the Crocodile); Joe E. Marks (as Smee, the Pirate) and Sondra Lee (as Tiger Lily, the Indian Maid).

"Peter Pan" on TV also will adapt the original work of Jerome Robbins, who directed and staged the current Broadway production; Mark Charlap, music; Carolyn Leigh, lyrics; Julie Styne, additional music; Betty Comden and Adolph Green, additional lyrics; Peter Larkin, scenery; Motley, costumes; and Trude Rittman and Elmer Bernstein, incidental music. Not the least important aspect of the physical production will be the special machinery which permits Peter Pan and his friends to fly through the air so spectacularly.

Fred Coe will produce "Peter Pan" for NBC on "Producers' Showcase." Richard Halliday, who is sponsor of the Edwin Lester production on Broadway, will be guest producer for the telecast.

(NOTE: Usually seen for 90 minutes every fourth Monday from 8-9:30 p.m., EST, "Producers' Showcase" will be extended for a full two hours on the occasion of "Peter Pan" only -- 7:30-9:30 p.m., EST).

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NBC-New York, 2/7/55



TRADE NEWS

A SERVICE OF



February 7, 1955

'CAPTAIN GALLANT OF THE FOREIGN LEGION,' NEW ADVENTURE
SERIES STARRING BUSTER CRABBE ON NBC-TV
TO BE SPONSORED BY H.J. HEINZ CO.

H.J. Heinz Company of Pittsburgh, Pa., will sponsor an exciting new film series -- "Captain Gallant of The Foreign Legion" -- on NBC-TV, beginning Sunday, Feb. 13.

The Heinz order for 52 weeks was placed through Maxon, Inc., of New York.

Buster Crabbe, former Olympic swimming champion and motion picture star, will play the title role of Captain Gallant. The series will also feature Mr. Crabbe's 10-year-old son, Cullen "Cuffy" Crabbe.

"Captain Gallant" was filmed over a nine-month period in North Africa in cooperation with the Foreign Legion Headquarters in Sidi bel-Abbes.

The series will be shown each Sunday, 5:30-6 p.m., EST, originating by film in New York.

Walter Gross, manager of NBC's Detroit sales office, was the sales representative.

("Captain Gallant" was produced by Frantel, Inc., and distributed by Television Programs of America).

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CREDITS FOR 'CAPTAIN GALLANT OF THE FOREIGN LEGION'

PROGRAM: CAPTAIN GALLANT OF THE FOREIGN
LEGION.

TIME: NBC-TV, Sundays, 5:30 to 6 p.m.,
EST.

PREMIERE DATE: February 13, 1955.

STAR: Buster Crabbe as Captain Gallant.

FORMAT: Desert adventure series with
stories of bravery and intrigue,
filmed in North Africa with the
cooperation of the French
Foreign Legion. Supporting roles
are played by real Legion soldiers
and Arabs against authentic back-
grounds of Legion headquarters,
desert forts and native market
places.

CAST INCLUDES: Cullen "Cuffy" Crabbe as Cuffy,
Fuzzy Knight as Fuzzy, Gilles
Queant as Sgt. Duval, Daniel
Lecourtois as the Colonel.

EXECUTIVE PRODUCER: Gilbert A. Ralston.

PRODUCER: Frantel, Inc.

DISTRIBUTOR: Television Programs of America, Inc.

DIRECTORS: Sam Newfield, Jean Yarbrough, Marcel
Cravenne and Pierre Schwab.

WRITERS: William N. Robson, Gene Levitt and
Jack Andrews.

ORIGINATION: By film from New York.

SPONSOR: H.J. Heinz Co.

AGENCY: Maxon, Inc.

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QUALITY OF HAL MARCH'S GUEST APPEARANCES ON 'IMOGENE COCA SHOW'
WINS HIM REGULAR SPOT WITH COMEDIENNE FOR DURATION OF SEASON

Imogene Coca has found a new TV partner.

He is Hal March, prominent television actor and comedian, who appeared as Miss Coca's guest star on the past two programs.

Prompted by the quality of his performances and the expert manner in which he worked with the comedienne, March was signed to appear regularly on NBC-TV's IMOGENE COCA SHOW for the duration of the season.

March, who will play a prominent part in the comedy series, will be employed primarily to appear opposite Coca in sketches calling for a male partner.

A veteran comedian-actor who has performed in vaudeville, burlesque, nightclubs, radio, television and motion pictures, March has worked in Hollywood for the past three years where he has appeared in many top TV shows, and in such movies as "Yankee Pasha" and the soon-to-be-released musical "It's Always Fair Weather," starring Gene Kelly.

March has worked on TV with such stars as Jack Carson, Joan Davis, Jack Benny and Burns and Allen. He and another actor, Tom D'Andrea, have made several appearances on NBC-TV's "Colgate Comedy Hour" in a comedy sketch about two GIs, "The Soldiers," which they conceived and wrote.

Before working in Hollywood March was prominent in New York as a radio actor and as one-half of the team of Sweeney and March, who were noted as early-morning disc jockeys and who also conducted a network radio afternoon series.

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NBC COLOR TELECASTS FOR WEEK

(Feb. 13 - 19)

(NBC-TV Network including WRCA-TV)

Wednesday, Feb. 16

7:00-7:30 p.m., EST -- "Norby," with David Wayne and Joan Lorrington. Tonight's episode is entitled "Helen's Holiday," in which Mrs. Norby (played by Joan Lorrington) appears in a variety of glamour costumes as she imagines the lives she might have led instead of her small-town routine.

(Note: This story line was originally scheduled for Jan. 26).

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NBC-New York, 2/7/55



SPOT SALES

News

WATSON JOINS NBC SPOT SALES IN NEW YORK

Herbert Watson has been appointed a radio account executive in the New York office of NBC Spot Sales.

Announcement of Mr. Watson's association with the national sales representative organization was made today by Edwin T. Jameson, Eastern Radio Sales manager. The appointment becomes effective immediately.

Mr. Watson brings more than eight years experience to NBC Spot Sales. He was formerly an account executive with Avery-Knodel (1953-1955). Previously, he was with Edward Petry & Company (1951-1953), and prior to that was with ABC Spot Sales in New York (1948-1951).

His earlier experience includes the post of sales manager for WKIP, Poughkeepsie, N.Y. (1947-1948), and 14 months with the co-op sales department of the Mutual Broadcasting System (1946-1947).

During World War II, Watson served for three and a half years in the Marine Corps. He was graduated from Colgate University in the class of 1943. He is 32 years old, married, has two children and lives in Massapequa Park, Long Island, N.Y.

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NBC-New York, 2/7/55

CREDITS FOR 'A CONVERSATION WITH JOHN HALL WHEELLOCK' ON NBC-TV

TITLE: A CONVERSATION WITH JOHN HALL WHEELLOCK

TIME: NBC-TV, Sunday. Feb. 13 (3-3:30 p.m.,
EST)

DESCRIPTION: One of NBC Television's continuing
series of filmed conversations with
"elder wise men."

PARTICIPANTS: John Hall Wheelock, poet and editor for
the publishing house of Scribner's,
conversing with Davidson Taylor,
NBC Vice President in charge of Public
Affairs.

EXECUTIVE DIRECTOR
AND PRODUCER: Henry Salomon

DIRECTOR AND EDITOR: Isaac Kleinerman

ASSOCIATE DIRECTOR: Richard Hanser

PRODUCTION MANAGER: Donald Hyatt

PHOTOGRAPHERS: Cy Avnet and Jesse Sabin

BIOGRAPHICAL DATA: Wheelock, now 68, was born in Far
Rockaway, L.I., N.Y. He went to
Harvard and was Class Poet at gradu-
ation. Two years later he joined
Charles Scribner's Sons, where he is
now an editor and assistant treasurer.
His "Collected Poems" appeared in 1936.

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NBC-New York, 2/7/55

TITLE	A COMPREHENSIVE GUIDE TO THE HISTORY OF THE UNITED STATES
AUTHOR	J. M. SMITH, M.A., F.R.S.
SUBJECT	HISTORY OF THE UNITED STATES
PARTICULARS	This book is a comprehensive guide to the history of the United States, covering the period from the first settlement to the present day. It is written in a clear and concise style, and is suitable for use by students and teachers alike.
EDUCATIVE OBJECTS AND PURPOSES	To provide a clear and concise account of the history of the United States, and to show the influence of the past on the present.
DIRECTOR AND EDITOR	J. M. SMITH, M.A., F.R.S.
ASSOCIATE DIRECTOR	J. M. SMITH, M.A., F.R.S.
EDUCATIONAL MANAGER	J. M. SMITH, M.A., F.R.S.
PRODUCTION	J. M. SMITH, M.A., F.R.S.
BIOGRAPHICAL DATA	J. M. SMITH, M.A., F.R.S.



February 8, 1955

J. FRED MUGGS, WORLD TRAVELER EXTRAORDINARY, TO SET OUT ON
TOUR OF U.S.A., VISITING CITIES ON "TODAY'S" NETWORK

J. Fred Muggs, that intrepid world traveler, good-will ambassador, bon vivant, and when he has time, television star, is about to take off on another mission for NBC-TV's TODAY.

This time, however, Muggs' itinerary has been planned on a strictly domestic basis. Everybody, says J. Fred, seems to be going in for international travel currently, so Muggs plans to see America second. Additionally, this domestic policy will allow for Muggs to show up on the "Today" program in between trips.

Plans call for the chimp to visit major cities which carry "Today," the NBC-TV news and special events program on which he made his television debut and carried on for two solid years. On his good-will tour, Muggs will participate in civic fetes, appear on local TV shows, and continue his series of department store appearances in connection with the promotion of Muggs inspired merchandise.

The world's most-traveled chimp recently returned from Miami Beach, where he managed to garner his share of publicity in competition with Eddie Fisher and Debbie Reynolds, the water-skiing Shah of Iran, and numerous lesser celebrities.

(more)

"Today" producers have discovered that wherever Muggs goes he makes news and gathers attention for "Today." Recent episodes prove that Muggs is "newsier" away from home than he is in New York. In Miami, he made front pages because he turned down an invitation to visit chimps in the local zoo. (Germs, you know). Last month, in Hollywood, he made front pages and wire services when he was turned down for admission to a hospital after falling out of a car and injuring his ear.

Last Summer, in Rome, his exploits burned up the international cables when the former Egyptian monarch, King Farouk, left a night club in a huff rather than stay in the same room with Muggs.

While Muggs is making headlines, his place in the "Today" studio will be filled to some extent by his protegee, Phoebe B. Beebe. Muggs introduced the little girl chimp to his television audiences several weeks ago, after supervising her training for the job for several months.

As he travels, adding more distance to the quarter-of-a-million miles he has already trail-blazed in "Today's" behalf, Muggs will be in constant communication with Phoebe in New York. She'll keep "Today" viewers apprised of his adventures.

"Today" is seen on NBC-TV, Monday through Friday from 7-9 a.m., EST and CST, and 8-9 a.m., PST.

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NBC-New York, 2/8/55

"Today" magazine have discovered that wherever they go, he
since news and feature attention for "Today". Robert Johnson proved
that Hughes is "better" any time than he is in New York. In
fact, it made front pages because he turned down an invitation to
visit things in the local zoo. (James, you know, last month, in
Wollywood, he said front pages and wire services when he was turned
down for admission to a hospital after falling out of a car and
injuring his ear.

Last summer, in Rome, his exploits became an international
sides when the former Egyptian monarch, King Farouk, left a night
in a hotel room that was in the same room with Hughes.

While Hughes is making headlines, his name in the "Today"
folio will be filled to some extent by the magazine, which is, indeed,
pages introduced the little girl who is television audience
several weeks ago, after announcing her training for the job for
several months.

As he travels, adding more distance to his quarter-of-a-
million miles he has already travelled in "Today's" pages, Hughes
will be in constant communication with those in New York. And, if
see "Today" viewers opinion of his adventures.

"Today" is seen on NBC-TV, which, however, today from
5 a.m., EST and 2:30, and 3-5 a.m., ET.

LOOK MAGAZINE HAS EDDIE FISHER (AND DEBBIE, TOO) 'COVERED'

A color picture of NBC-TV singing star Eddie Fisher and his fiancée, screen actress Debbie Reynolds, is on the cover of Look Magazine, now on the newsstands. The picture story inside the book shows Debbie and Eddie learning a dance from Marge and Gower Champion, as well as in relaxing tomfoolery. COKE TIME STARRING EDDIE FISHER is presented on NBC-TV, Wednesdays and Fridays, 7:30-7:45 p.m., EST.

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HEILWEIL TO TALK ON 'ELECTRONIC REVOLUTION IN MERCHANDISING'

Murray Heilweil, manager of the National Broadcasting Company's Merchandising Department, will discuss "The Electronic Revolution in Merchandising," at a meeting of the New York Chapter of the American Marketing Association, Thursday, Feb. 17.

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NBC-New York, 2/8/55

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| GAGWRITERS NAME RED BUTTONS 'PATRON SAINT' |

* _____ *

Red Buttons, star of his own NBC-TV comedy show (Fridays, 8 p.m., EST) has been named Patron Saint for 1955 by the Joe Miller Chapter of the National Association of Gagwriters. He will be presented with the Snickers Award of Merit during the Gagwriters' convention March 28 in New York City, when the 10th annual national Laugh Week begins.

Former "Patron Saints" include Bob Hope, Milton Berle and Jackie Gleason.

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JAMES E. DENNING IS APPOINTED NBC MANAGER
OF TALENT AND PROGRAM CONTRACT OPERATIONS

James E. Denning, senior attorney in the National Broadcasting Company's Legal Department, has been named manager of Talent and Program Contract Operations, it was announced today by Gustav B. Margraf, NBC Vice President for Talent.

Mr. Denning joined NBC in 1951 after serving RCA Communications, Inc., as director of Industrial Relations. He was associated with the law firm of Townley, Updike & Carter from 1939-1944, and from 1944-1947 was secretary and general counsel for Press Wireless, Inc., and affiliated companies.

Mr. Denning was graduated from the Columbia Law School in 1938. He married the former Catherine Manton of New York City in 1940. The Dennings have five children and live in Darien, Conn.

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EDWIN R. BORROFF JOINS NBC CENTRAL DIVISION
AS RADIO NETWORK SALES ACCOUNT EXECUTIVE

Edwin R. Borroff has joined the NBC Central Division as a Radio Network Sales Department account executive, Fred Horton, Director of Sales for the NBC Radio Network, announced today. Borroff will report to George Diefenderfer, Central Division Radio Network Sales manager.

Borroff, a radio pioneer, entered the broadcasting industry in January, 1922 as news announcer on "The World Crier," one of Chicago's first news programs on station KYW. He later was chief announcer, and then program manager for the station.

In 1927 he became sales manager of Station WENR, Chicago, and when that station was purchased by NBC he was appointed a national sales account executive.

In November, 1940, when the Red and Blue NBC Networks were separated, he was named sales manager of the Blue Network, Chicago Division, and became Vice President in Charge of the Central Division of the Blue Network, Inc., when it was organized in 1942. Borroff left network broadcasting in 1948, but remained in the industry first as head of a station representative organization, then as part owner and manager of stations KPHO and KPHO-TV in Phoenix, Ariz. He was later general sales manager for Westinghouse Radio, Inc.

During World War II he was a consultant to the U.S. Office of War Information. He has been a member of the Radio Committee of the National Conference of Christians and Jews and was at one time chairman of the Central Committee of the American Heritage foundation. He was also a director of Chicago's Civic Opera and a director of the Chicago Better Business Bureau.

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NBC-New York, 2/8/55

January 1, 1964

REPORT OF THE COMMISSIONER OF THE DEPARTMENT OF SOCIAL SERVICES

IN RESPONSE TO SENATE RESOLUTION NO. 10, PASSED MAY 1, 1963

ALBANY, NEW YORK: 1964

THE COMMISSIONER

STATE OF NEW YORK

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FESTIVE 'COMEDY HOUR' TO COME FROM AUTHENTIC SETTINGS

IN NEW ORLEANS AT PEAK OF MARDI GRAS SEASON, FEB. 20

- - -

Emcee Gordon MacRae Will Present Guests Louis Armstrong,

Peggy Lee and Gene Sheldon Against Famous Landmarks

NBC-TV's COLGATE COMEDY HOUR production staff moves into quarters at the Roosevelt Hotel, New Orleans, La., on St. Valentine's Day, Monday, Feb. 14, in preparation for one of the most unusual television shows in the annals of the industry to be broadcast Sunday, Feb. 20 (8 p.m., EST).

Director Jim Jordan Jr. already is on location with technicians of the "Comedy Hour" West Coast team, to set up a musical for the program's millions of viewers.

Basically, the production will use actual points of interest in the famed New Orleans French Quarter instead of erecting scenic reproductions of such points as the Court of the Two Sisters; Antoine's celebrated restaurant; the Absinthe House, and the Court de la Maison de Ville.

Gordon MacRae, singing host of the "Comedy Hour" will perform and will introduce Louis Armstrong, Peggy Lee and Gene Sheldon literally in the quaint narrow streets and in the legendary halls and courtyards of the picturesque buildings.

The project represents a major test for technicians of NBC affiliate WDSU-TV, New Orleans, and the network engineering staff.

Since the date for the telecast is at the peak of the fabulous Mardi Gras season, the "studio audience" for this "Comedy Hour" will consist of the festive-spirited citizens of New Orleans and the thousands of visitors from all over the world ... all watching the exciting production while thronging the narrow streets.

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NBC-New York, 2/8/55

THE UNITED STATES OF AMERICA

IN SENATE

COMMITTEE ON LABOR AND HUMAN RESOURCES

HEARINGS

ON THE

PROPOSED

AMENDMENTS TO THE

LABOR-
MANAGEMENT

RELATIONS ACT

AND

ON THE

PROPOSED

AMENDMENTS TO THE

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TRADE NEWS



A SERVICE OF

February 8, 1955

THOMAS A. McAVITY IS PROMOTED TO POST OF VICE PRESIDENT
IN CHARGE OF NBC TELEVISION NETWORK

- - -

Promotions of Richard A. R. Pinkham, Earl Rettig,
Mort Werner and William V. Sargent Also
Are Announced by President Weaver

The appointment of Thomas A. McAvity as Vice President in charge of the NBC Television Network was announced today by Sylvester L. Weaver Jr., President of the National Broadcasting Company. Mr. McAvity, who was promoted from the position of Vice President of Television Network Programs, will report to Robert W. Sarnoff, Executive Vice President of the National Broadcasting Company.

Mr. Weaver also announced four other promotions: Richard A.R. Pinkham, Vice President in charge of Television Network Programs; Earl Rettig, Vice President in charge of Television Network Services; Mort Werner, Director of Participating Programs; and William V. Sargent, Director of Television Network Business Affairs.

Mr. Weaver said the organizational changes reflect the "tremendous growth" of the NBC Television Network. He pointed out that last year alone Television Network sales increased 30 per cent.

(more)

2 - NBC Promotions

"The new changes will ease the added burdens imposed on the President and Executive Vice President by the tremendous growth of the Television Network," Mr. Weaver said. "We are building our organizational structure to insure continuance of NBC's long-time leadership in programming and sales," he added.

Mr. Weaver said it was a source of great satisfaction to the NBC management that all the promotions and personnel changes involved personnel currently with the company.

Mr. McAvity first joined NBC in 1929 as a producer. He left the network in 1932 and for several years supervised the production of top-rated radio programs as head of Lord & Thomas' radio department. From 1937 to 1941 Mr. McAvity was manager of Lord & Thomas' Hollywood office. He later concentrated on free-lance productions and packaging. He rejoined NBC in 1951 as director of talent and program procurement for television, and was appointed national program director in 1952. He was elected Vice President of the Television Network Programs Division on Jan. 8, 1954.

Reporting to Mr. McAvity will be: Mr. Pinkham, Mr. Rettig, George H. Frey, Vice President of Television Network Sales; and Frederic W. Wile Jr., Vice President of Television Network Programs, Pacific Division.

Mr. Pinkham, who succeeds Mr. McAvity as Vice President of Television Network Programs, came to NBC in 1951 as manager of planning. He later was named executive producer of "Today." He was promoted to Vice President of the Participating Programs Department last Fall.

(more)

3 - NBC Promotions

Reporting to Mr. Pinkham will be: Davidson Taylor, Vice President in charge of Public Affairs; Leonard E. Hole, Director of Program Development; Samuel Fuller, National Program Director; Michael Dann, Director of Program Sales; and Mr. Werner.

Mr. Rettig was promoted from his duties as Vice President in charge of Production and Business Affairs, Television Network Programs, a position he assumed in February, 1954. A veteran of more than 25 years in the broadcasting and motion picture industries, Mr. Rettig came to NBC in 1950.

Reporting to Mr. Rettig will be: Gustav B. Margraf, Vice President for Talent; Anthony M. Hennig, Director of Production; and William V. Sargent, newly appointed Director of Television Network Business Affairs.

Mr. Werner has been associated with broadcasting since 1936. He came to NBC as a producer in 1951 and was executive producer of "Today," "Home" and "Tonight," at the time of his promotion.

Mr. Sargent joined NBC in 1949. He was named Manager of Business Affairs, Television Network, in October, 1953.

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NBC-New York, 2/8/55



TRADE NEWS

A SERVICE OF



February 9, 1955

NBC RADIO PARTICIPATION PLAN OFFERS NATIONAL SALES SERVICES OF LEADING DRUG WHOLESALER TO SPONSORS

An unprecedented radio sales package combining NBC Radio Network participations with the national merchandising services of one of the country's leading drug wholesalers was announced today by Ted Cott, Operating Vice President of the NBC Radio Network.

The package, which is available to manufacturers of products sold in drug stores, is called the "Red Carpet Plan," and gives the manufacturer opportunity to cooperate with McKesson & Robbins in sponsorship of two outstanding low-cost NBC Radio shows -- "The Doctor's Wife" (Monday through Friday, 10:30-10:45 a.m., EST) and "The Great Gildersleeve" (Sunday through Thursday, 10:15-10:30 p.m., EST).

The plan provides for the use of eight merchandising and selling services of McKesson & Robbins for the products of advertisers joining the wholesaler in co-operative sponsorship of the two programs. Thus the advertiser, in addition to buying network radio, gets special cooperation from McKesson's 1,200 salesmen, 300 telephone sales girls and McKesson's management to help sell his product in 38,000 drug stores.

Of a total of 30 participations available in the

(more)

2 - NBC Radio Sales Package

"Red Carpet Plan," NBC will devote a minimum of two per week to the druggists of America, emphasizing their vital services to the community, their indispensable contributions to the health of the nation, and urge the public to patronize them.

Eighteen participations per week are being offered by NBC to prospective "Red Carpet Plan" advertisers. In order to participate, the advertiser must buy a minimum of three commercials per week for 13 weeks.

In addition to having the advantage of product tie-in and advertising with the wholesaler's institutional drug advertising, the sponsor cooperating with McKesson & Robbins in the plan receives the benefit of the wholesaler's national merchandising and sales service.

Twelve hundred McKesson salesmen will be thoroughly briefed on the plan by local McKesson sales managers, and where appropriate by the manufacturer's sales personnel. McKesson's salesmen will make stock checks of all co-operative sponsor's products in all drug stores.

Each salesman will carry a special promotion broadside detailing the "Red Carpet Plan," describing the manufacturer's participation, listing his prices and products and urging dealers to cooperate and display and push the advertiser's products. The McKesson salesmen will distribute each cooperative sponsor's window strips, counter cards and window cards.

Three hundred McKesson telephone sales girls will ask dealers to display and push the "Red Carpet Plan" advertiser's products.

Products requiring specific placement or special selling effort will be handled in special promotions worked out by McKesson & Robbins and the manufacturer.

(more)

3 - NBC Radio Sales Package

Each month McKesson's publication "Profitunities," which is circulated to druggists throughout the country, will carry a four-page special insert featuring the "Red Carpet Plan" and the products of the participating manufacturers, and urging dealers to give the product extra display and extra push. In addition, special envelope stuffers in McKesson mailings to druggists will keep them advised of "Red Carpet Plan" products and prices and help build dealer interest and keeping them excited.

Cost of the "Red Carpet Plan" runs as low as \$1.10 per 1,000 impressions with a typical weekly schedule of two morning and one evening participation averaging only \$7,500 per week.

Arrangements for the "Red Carpet Plan" were made for NBC by Mr. Cott and by Herman Nolen, Executive Vice President of McKesson & Robbins.

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NBC-New York, 2/9/55



TRADE NEWS

A SERVICE OF



February 9, 1955

'WORLD OF MR. SWEENEY' NAMED BEST TV DAYTIME SHOW BY NAFBRAT;
FIVE OTHER NBC-TV AND RADIO PROGRAMS ALSO PICKED AS 'BESTS'

The NBC-TV program THE WORLD OF MR. SWEENEY, starring Charles Ruggles, has been chosen as the best television daytime show by the National Association for Better Radio and Television.

Other NBC programs which won NAFBRAT 1954 awards are:

YOUR HIT PARADE as the best television program of popular music;

THE DINAH SHORE SHOW as the best radio program of popular music;

CARNIVAL OF BOOKS as the best children's program on radio;

YOUTH WANTS TO KNOW as the best teenager's program on radio;

NATIONAL FARM AND HOME HOUR as the best agricultural program on radio.

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WILLIAM L. THOMPSON JOINS NBC'S CENTRAL DIVISION

AS A RADIO NETWORK ACCOUNT EXECUTIVE

William Leslie "Bill" Thompson has joined the National Broadcasting Company's Central Division as a radio network account executive it was announced by Fred Horton, director of sales for the NBC Radio Network. Thompson will report to Central Division Radio Network Sales Manager George Diefenderfer.

Thompson comes to NBC from the Mutual Broadcasting System, where he was account executive for four years. Prior to that time he was manager of the Chicago office of Broadcasting Magazine.

Thompson started his career on the Boise, Idaho Daily Statesman immediately after graduating from high school. He worked in succession for the Altoona Tribune; the Evanston Ill. News-Index and the Chicago Tribune. He remained on the Tribune staff for seven years and was a member of the staff of the Washington, D.C. Times Herald during World War II.

He attended Northwestern University School of Journalism, is a member of Sigma Nu, Sigma Delta Chi, Chicago Press Club and Chicago Civitan Club. He and his wife, Audrey Mooney Thompson, and their son and two daughters live in suburban Joliet, Ill.

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'FIBBER AND MOLLY' TO TAKE A BOW FOR THEIR TENTH STRAIGHT
FAME MAGAZINE 'OUTSTANDING COMEDY TEAM' AWARD ON FEB. 14

FIBBER McGEE AND MOLLY (Jim and Marian Jordan) will acknowledge their 10th straight win as "Radio's Outstanding Comedy Team" in the Fame Magazine poll of the nation's radio editors on their NBC Radio show of Monday, Feb. 14 (10 p.m., EST).

Marian Jordan (Molly), who placed second as the "Outstanding Comedienne," will take a bow for that honor, too.

Max Hutto produces and directs and Phil Leslie is the chief writer on the award-winning "McGee" shows, which soon begin their 20th year on the air.

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NBC-New York, 2/9/55

'THIS IS YOUR LIFE' WINS JEWISH WAR VETERANS AWARD
FOR 'GREAT UNDERLYING PRINCIPLES OF BROTHERHOOD'

THIS IS YOUR LIFE (NBC-TV, Wednesdays 10 p.m., EST) will win a special award this week when the Jewish War Veterans of the United States commend Hazel Bishop, Inc., for furthering the cause of brotherhood through sponsorship of the program.

The award will be presented to Raymond Spector, board chairman of Hazel Bishop, Inc. It is the first of its kind ever to be given by the Jewish War Veterans to any representative of the advertising and television industries and it is being awarded "in recognition of the great underlying principles of brotherhood which have motivated the program 'This Is Your Life' not only during the entire year of 1954, but always from its first telecast three years ago."

In Washington, D.C., Joseph F. Barr, National Commander of the Jewish War Veterans stated: "With this award, we recognize that it is the sponsors, the television network and the advertising industry -- as much as the stars -- which make great programs such as 'This Is Your Life' possible. We recognize them for presentation of programs which do much more than entertain and sell products; but which like this program, encourage a finer feeling of true brotherhood and community understanding for our fellowman."

Official presentation of the award will be made by William Carmen of Boston, Mass., the National Brotherhood Week Chairman of the Jewish War Veterans.

The 1953 National Award, was presented to General James H. Doolittle.



color television presents

A MAX LIEBMAN PRODUCTION

THERE'LL BE A 'BIG TIME' ON TV THE NIGHT OF FEB. 27 WHEN
MILTON BERLE, MARTHA RAYE AND RAY BOLGER STAR IN A
MAX LIEBMAN SUNDAY SPECTACULAR (7:30-9 P.M., EST)

Three of television's top comedy names -- Milton Berle, Martha Raye and special guest Ray Bolger -- will star in Max Liebman's Sunday, Feb. 27 NBC-TV Spectacular, BIG TIME (7:30 to 9 p.m., EST).

This will be the first time the trio will pool their comic talents on a TV show.

Berle, long known as "Mr. Television," has been an outstanding figure in the entertainment world for 41 years, since his debut as a child actor at the age of five. His formal debut in television took place in June, 1948. He has had his own show on NBC since that time.

Martha Raye, one of NBC's favorite clowns received her initial opportunity in television by way of guest appearances on Berle's program. So impressed with her talents were the people at NBC that the comedienne was given her own program. She is now in her fourth season on the network. Prior to TV she had been a big-time nightclub entertainer, as well as having starred in motion pictures.

(more)

Bolger has often been called the "nation's greatest dancing comedian." An outstanding figure in Broadway musical comedies for many years ("On Your Toes," "Where's Charley" and many others) he has made many musical comedy motion pictures. His role of the Tin Woodman in the movies "The Wizard of Oz" and his rendition of "Once in Love With Amy" in the musical comedy and movie "Where's Charley?" are two of his best-known portrayals. Bolger stars on his own show on another TV network.

"Big Time," like all NBC-TV Spectaculars will be presented both in compatible color and black and white. Nielsen ratings show that the average NBC Spectacular has been viewed by more than 11,000,000 families -- almost double the audience of the average evening network program.

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NBC-New York, 2/10/55

Bolger was often been called the "Punch" of the theatre.

being comedian. An outstanding figure in Broadway musical comedies

many years ("on Your Toes", "Where's Charley", and "The Great

has made many musical comedy motion pictures. His role of the

in "The Wizard of Oz" and his rendition of

in "Love With a Fling" in the musical comedy and movie "The Great

and two of his best-known portrayals, Bolger stars in

own show on another TV network.

"Big Time" like all NBC-TV special programs will be presented

in compatible color and black and white. Fifteen network shows

at the average NBC special program has been viewed by more than

1,000,000 families - almost double the audience of the average

going network program.

—Continued—

THE NEW YORK TIMES



COLOR TELEVISION NEWS

A SERVICE OF



EUGENE O'NEILL'S "EMPEROR JONES" TO BE COLORCAST
ON "KRAFT TELEVISION THEATRE" ON NBC FEB. 23

- - -

Ozzie Davis in Title Role; Everett Sloane to Play Smithers

"The Emperor Jones," Eugene O'Neill's drama of a swash-buckling ex-Pullman porter turned tyrannical ruler and his tragic end, will be presented in compatible color and black and white on KRAFT TELEVISION THEATRE Wednesday, Feb. 23 (NBC-TV, 9 p.m., EST).

Ozzie Davis will play the title role. Everett Sloane, a leading player in "Kraft's TV Theatre's" widely acclaimed production "Patterns" will portray the cynical trader Smithers.

The O'Neill drama tells the story of Brutus Jones, fugitive from justice, who by cunning and ruthlessness establishes himself as emperor of a small West Indian island. The natives, unable to further endure his tyranny flee to the hills to plot against him. Jones needs no further evidence that it is time to leave the island to enjoy the fortune he has squeezed from the natives. He sets out on foot for the coast and a boat, but loses his way in a forest. The throbbing of native drums marks his every step. Night falls and Jones' past life of violence and death returns in vivid and terrifying scenes to shatter his senses. Even the silver bullet in his revolver, intended for himself, does not save him from the natives' vengeance.

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NBC-New York, 2/10/55



TRADE NEWS

A SERVICE OF



February 10, 1955

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NBC'S "NEWS CARAVAN" WILL BE 7 YEARS OLD FEB. 16;
STAFF'S EXPERIENCE IS KEYNOTE TO SERIES' SUCCESS

* _____ *

NBC-TV's NEWS CARAVAN, which can aptly be described as "the newsman's news story," since its production staff can boast an aggregate 92 years of journalistic experience, will be seven years old on Wednesday, Feb. 16.

During those years the imagination, ingenuity and hard work of its staff of veteran journalists -- commentator John Cameron Swayze, producer Frank McCall, director Ralph Peterson, associate editor Art Holch, women's editor Treva Davis, news writer Bill Ryan and scores of NBC news cameramen -- have created a show which is the highest-rated network television news show. It is presently sponsored by Camel cigarettes and Plymouth automobiles.

In the minds of the crew that turns out the "Caravan," (Mondays through Fridays at 7:45 p.m., EST), the time put in learning and practicing the ropes of journalism is a big part of the program's success formula.

The 92 years of experience belongs to the inside production crew alone -- that's forgetting about the cameramen.

(more)

Commentator Swayze, for example, began as a cub reporter on the old Kansas City Journal-Post in 1930.

Producer McCall broke in on the cable desk of the United Press in New York about the same time.

Director Peterson got under way on the Washington, D.C. Times-Herald in 1936.

Associate Editor Holch became a reporter on the Denver Rocky Mountain News in 1943 while he was still studying at the University of Denver.

Women's Editor Davis held the same post on the Binghamton, N.Y., Press for five years before she joined NBC News two years ago.

And news writer Ryan did his newsgathering the radio way. He joined Radio Station WLBR in Lebanon, Pa., in 1947 and left for NBC News in 1952.

All these have remained steadily in the business since they began and the roster of newspapers they wrote for in the interim ranges across the country.

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NBC-New York, 2/10/55

the old Kansas City Journal-Lead in 1930.

Producer McCall broke in on the cable desk of the United

Press in New York about the same time.

Director Peterson got under way on the Washington, D.C.

San-Mary in 1931.

Associate Editor Holch became a reporter on the Denver

City Mountain News in 1943 while he was still studying at the

University of Denver.

Women's Editor Davis held the same post on the Mountain

News for five years before she joined the News two years later.

And news writer Ryan did his newspapering the news way.

Joined Radio Station WER in Laramie, Wyo., in 1944 and left for

news in 1952.

All these have remained steadily in the business since they

and the roster of newspapers they wrote for in the interim.

ages across the country.

WFO-New York, 10/10/52

CREDITS FOR NOMINATIONS CEREMONY OF THE ACADEMY
OF MOTION PICTURE ARTS AND SCIENCES

TELECAST: NBC-TV, Saturday, Feb. 12, 9 to
10:30 p.m., EST

EMCEE: Jack Webb

ORIGINATION: NBC studios, Burbank; Cocoanut
Grove, Los Angeles; Romanoff's,
Beverly Hills; Ciro's, Holly-
wood.

FORMAT: First telecast of the annual
ceremony at which finalists are
announced as candidates for the
annual Academy "Oscars."

PRODUCER-DIRECTOR: Alan Handley

ASSOCIATE DIRECTORS: Bob Henry, Al Newman, George Habib,
Gino Conte

DIRECTORS: Jack Smight, Bill Bennington,
Irving Lambrecht

COMMERCIAL DIRECTOR: Dick McDonagh

TECHNICAL DIRECTOR: Ross Miller

WRITER: Richard Breen

MUSIC DIRECTOR: Gordon Jenkins

ART DIRECTOR: Bill Martin

ANNOUNCER: Hy Averbach

UNIT MANAGER: Jerry Madden

SPONSOR: The Oldsmobile Division of General
Motors.

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NBC-New York, 2/10/55

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"AMERICAN INVENTORY" AND PRODUCER ROBERT WALD ARE COMMENDED BY PRESIDENT'S COMMITTEE ON AID TO PHYSICALLY HANDICAPPED

NBC-TV's AMERICAN INVENTORY program and its producer, Robert Wald, have been commended by the President's Committee on Employment of the Physically Handicapped "in grateful appreciation for service in behalf of our physically handicapped fellow-citizens."

The citation, received today, follows in the wake of the "Inventory" production on Jan. 30 of "The Willing and the Able," a TV play by Edgar Marvin. The drama concerned a young man, physically handicapped as the result of an accident, who fights his way back to financial security for himself and his family. Martin Balsam portrayed the young man. Others in the cast were Donald Buka, Joseph Julian, Joan Tompkins and Santos Ortega. Ed King was the director.

"American Inventory" is presented weekly under a grant from the Alfred P. Sloan Foundation.

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'NOTHING BUT MUSIC' (NOT EVEN TITLES)

ON NEW NBC RADIO SHOW

NOTHING BUT MUSIC is the title and the description of NBC Radio's new half-hour "easy-to-listen-to" music show Sundays (6:30 p.m., EST, network except WRCA).

The program, which starts Feb. 13, will offer light music of many moods and will identify the selections only by number. Listeners wishing to know the titles can write to NBC in New York and ask the title of the selection that interests them by giving the number.

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NBC-New York, 2/10/55



TRADE NEWS

A SERVICE OF



February 11, 1955

NBC'S ROBERT W. SARNOFF NAMED CHAIRMAN FOR MULTIPLE SCLEROSIS
1955 FUND DRIVE; ACTRESS GRACE KELLY APPOINTED CO-CHAIRMAN

Robert W. Sarnoff, Executive Vice President of the National Broadcasting Company, today (Feb. 11) was named Chairman of the National Multiple Sclerosis Society Fund Raising Drive for 1955, it was announced by Ralph C. Glock, President of the non-profit health organization. Actress Grace Kelly was appointed Co-Chairman.

Mr. Sarnoff said: "Multiple sclerosis has been one of the most neglected of the neurological diseases, despite its widespread incidence and the vast amount of recognition extended in the last decade to all threats to public health. The MS Society has done a laudable job of public service in a short period of time.

"As national campaign chairman, I will do my utmost to insure the expansion of research, patient care and service clinics in the field of multiple sclerosis and the renewal of hope in the hearts of multiple sclerosis victims everywhere."

Miss Kelly and Mr. Sarnoff accepted the chairmanships in a ceremony at the offices of the National Broadcasting Company, where Miss Kelly met the society's Campaign Mother, Mrs. Patricia Reilly of Kearny, N.J., a wheelchair victim of MS, and her five-year-old

(more)

2 - 'Multiple Sclerosis'

son, Michael Shaun, who symbolizes the campaign theme, "MS Hits Home." The 29-year-old Mrs. Reilly is the wife of Joseph Thomas Reilly, an RCA time-study engineer. She was stricken with the disease in 1948.

"Multiple sclerosis," Miss Kelly said, "is of great concern to everyone, not only those personally acquainted with its devastating effects. We must protect each other by backing science in its effort to wipe out multiple sclerosis. When MS hits the home of young parents, it destroys the security of children...of entire families."

The goal of the MS campaign -- March 15 through April 30 -- is \$2,000,000, to be used for support of research, clinics and patient care services.

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NBC-New York, 2/11/55

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NBC

TRADE NEWS

A SERVICE OF



February 11, 1955

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'JAN MURRAY TIME,' NEW VARIETY SHOW WITH COMEDY STAR
AND MUSICAL SPECIALTIES, IS FRIDAY NIGHT
FEATURE ON NBC-TV NETWORK

* ————— *

JAN MURRAY TIME, a new variety show designed to entertain the entire family and starring one of the most popular personalities in radio and television, is an NBC-TV network feature each Friday night at 10:45 p.m., EST, or immediately following the "Cavalcade of Sports" boxing telecasts.

The show, which started Feb. 11, is sponsored by the Toni Company.

Spotlighted with Jan are the Novelites, three singers and instrumentalists; the lovely vocalist, Tina Louise, and pianist Fletcher Peck.

Jan Murray, one of the busiest comics and emcees in show-business, was born in New York City on Oct. 4, 1917. He developed a talent for comedy at an early age, maintaining his interest throughout school and then taking the first step toward a professional career by working as social director at a Summer resort.

Here the 17-year-old Murray was expected to appear nightly in the social hall as a comedian, delivering material he had written

(more)

himself. From this modest beginning he continued his efforts to break into showbusiness full-time by appearing in small hotels, little known night-clubs and burlesque shows. The work was hard and the rewards small, but the experience was invaluable.

As Murray progressed to bigger jobs, the best break of his career came along when Eddie Davis selected him as his replacement at Leon and Eddie's New York night-club during a siege of illness. Soon other well-known clubs booked the young comedian, and he was offered guest spots on radio programs. In 1947 he co-starred with Vivienne Segal in his first Broadway show, "Music in My Heart."

A series of guest appearances on Hildegarde's radio show paved the way for further successes in the new medium of television. As emcee of "Songs for Sale," "Go Lucky," "Sing It Again," "Meet Your Match," "Blind Date" and "Dollar a Second," Jan was almost constantly before the public. In addition, he continued to appear in the top clubs around the country.

Jan lives on Long Island with his wife, Toni, a former Copacabana beauty, and their two children: Celia, 4, and Howie, 2.

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NBC-New York, 2/11/55

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NEW YORK CRITICS ACCLAIMED MARY MARTIN'S "PETER PAN" AND NOW
"PRODUCERS' SHOWCASE" VIEWERS WILL SEE COMPATIBLE COLORCAST
OF THE SMASH HIT MONDAY, MARCH 7 (7:30-9:30 P.M., EST)

Critical reception given Mary Martin and her musical
production of "Peter Pan" on Broadway was unusually ecstatic. And it
is this show she is bringing intact to TV via a two-hour colorcast on
PRODUCERS' SHOWCASE Monday, March 7 (NBC-TV, 7:30-9:30 p.m., EST).

In addition to the personal kudos afforded Miss Martin in
the title role, the praise given Cyril Ritchard (in the dual role of
Mr. Darling and Captain Hook) and the sheer magic of Jerome Robbins'
staging, the consensus of opinion was that here was an entirely new
"Peter Pan." While it preserved the essential magic of Barrie's
original classic, the new musical conception emerged as a show
beguiling to adults as well as children.

After Summer engagements in San Francisco and Los Angeles,
Miss Martin opened on Broadway for a limited 16-week run at the Winter
Garden Theatre on Oct. 20, 1954. So keen was the adult theatregoer's
response that the management has been obliged to extend the run an
additional three weeks through Feb. 26. Excerpts from leading critics'
reviews follow:

"Mary Martin is the Peter Pan of all time." -- Hawkins,
New York World-Telegram & Sun.

* * *

(more)

the first of these is the fact that the
evidence is not sufficient to show that
the defendant is guilty of the crime.

Secondly, the fact that the defendant
is not guilty of the crime does not mean
that he is innocent of the crime.

Thirdly, the fact that the defendant
is not guilty of the crime does not mean
that he is innocent of the crime.

Fourthly, the fact that the defendant
is not guilty of the crime does not mean
that he is innocent of the crime.

Fifthly, the fact that the defendant
is not guilty of the crime does not mean
that he is innocent of the crime.

Sixthly, the fact that the defendant
is not guilty of the crime does not mean
that he is innocent of the crime.

Seventhly, the fact that the defendant
is not guilty of the crime does not mean
that he is innocent of the crime.

2 - Producers' Showcase -- 'Peter Pan'

"A bountiful, vastly amusing show. Uproarious humor. Jerome Robbins has directed with inventiveness and delight. His contribution is a rich one." -- Atkinson, New York Times.

* * *

"Something to crow about. Mary Martin and her glowing new musical are sky-high with joy. She opens her eyes freshly on the world, and there is no magic that is old magic. A rapturous lyrical experience." -- Kerr, New York Herald Tribune.

* * *

"A joyous, rollicking delight for anyone, grown up or not." -- Wenning, Newsweek.

* * *

"The most delightful piece of theatre extant. In a word, wonderful." -- Keating, Cue Magazine.

* * *

"Mary Martin's new musical is an unmitigated joy from every angle. Jerome Robbins staging is sheer genius." -- Walker, New York Daily News.

* * *

"The greatest hit of the season." -- Battelle, International News Service.

* * *

"A show not to be missed." -- Glover, Associated Press.

* * *

"A sheer delight! Mary Martin tops all of her enchanted evenings." -- McClain, New York Journal-American.

* * *

(more)

3 - Producers' Showcase -- 'Peter Pan'

"The season's first triumph. All ages will love it." -- Coleman, Mirror.

* * *

"Not even in 'South Pacific' has this superlatively ingratiating and infectious actress been so warmly endearing." -- Watts, New York Post.

* * *

"It has a general air of style that you are lucky to see once in 15 years. Jerome Robbins has directed with enormous vivacity and ingenuity." -- Gibbs, The New Yorker.

* * *

"Mary performs triumphantly." -- Prideaux, Life Magazine.

* * *

"The first solid outcries of joy from an audience -- the undebatable hit of the new season. From 4 to 10⁴ it is easy to fall in love with Mary Martin. She is superb -- one of the truly great of all time." -- Bolton, New York Morning Telegraph.

* * *

"From beginning to end the new 'Peter Pan' is vibrant with sweep, humor and gaiety." -- M. Zolotow, Theatre Arts Magazine.

* * *

(The March 7 telecast of "Peter Pan" on PRODUCERS' SHOWCASE will be seen in black and white as well as color. More than 11,000,000 families watch the average Spectacular -- almost double the audience of the average evening network program).

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NBC-New York, 2/11/55

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February 11, 1955

* _____ *

NEW ORLEANS TO ROPE OFF 9-BLOCK AREA FOR 'COMEDY HOUR'

TELECAST FROM HISTORIC HOUSES DURING

MARDI GRAS CELEBRATION

* _____ *

For the first time in the history of modern entertainment, an entire nine-square-block section of an American city will be roped off to provide a "stage" for a COLGATE COMEDY HOUR telecast Sunday, Feb. 20 (NBC-TV, 8 p.m., EST).

With the picturesque streets of the French Quarter in old New Orleans lined with power cables, lighting equipment, cameras and microphones, the "studio audience" for this "Comedy Hour" production will consist of about 1,000 persons, with "standing room only," at the historic houses from which the telecasts will be made.

The roping-off of so large an area came about through cooperation of the "Comedy Hour" staff, NBC-TV affiliate WDSU and the New Orleans municipal authorities, so that the entire nation might partake of the ebullient Mardi Gras celebration now at its peak in the Pelican City. To avert accidents because of the thousands of feet of cable needed for bringing the show to the network, it was decided to restrict vehicular and pedestrian traffic in the narrow streets of the Vieux Carrere.

(more)

Seven TV cameras, four equipped with Zoomar lenses, will be used to bring on-the-actual-spot scenes out of the Absinthe House, where Andrew Jackson planned the defense of New Orleans and the notorious pirate Pierre Lafitte hid from his pursuers; the Maison de Ville Hotel and the Court of the Two Sisters.

The "Comedy Hour's" singing host, Gordon MacRae, will bring to his millions of fans a full hour of "blues-as-only-New-Orleans-created-them," with Louis "Satchmo" Armstrong blowing 'em through his fabulous trumpet in time-mellowed interior of the Absinthe House.

Gene Sheldon will bring the banjo back to its home town with a solo.

Pete and Skete, street dancers, will show the nation how it's done down South.

Peggy Lee will lend her glamor to several songs in the quaint setting of the Court of the Two Sisters.

A home-grown New Orleans teen-age band will whoop it up in "strictly from Dixie" style.

There'll be music by several of the Mardi Gras marching bands...

And Carmen Dragon and his Orchestra will wrap it all up in a thrilling "Birth of the Blues" ensemble number.

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NBC-New York, 2/11/55

divided by the center, then repeated with the same result.

used in building on the same spot, and the building
at which Andrew Jackson planned the defense of New Orleans and
the building which he built for his private use.
The Hotel and the Court of the Hotel.

The "Comedy House" (which was, however, not a comedy house)
was built at the same time as the "Comedy House" (which was, however,
not a comedy house) and the "Comedy House" (which was, however,
not a comedy house) and the "Comedy House" (which was, however,
not a comedy house).

The building was built for the same purpose.

A note.

The building was built for the same purpose.

A note.

The building was built for the same purpose.

The building was built for the same purpose.

The building was built for the same purpose.

A note.

The building was built for the same purpose.

A note.

The building was built for the same purpose.

The building was built for the same purpose.

THE END

THE END

* ————— *

ITALIAN MODELS DISPLAY NEW SPRING STYLES

FOR FIRST TIME ON 'TODAY'

- - -

Italy's Top Fashion Houses Offer 12 Designs

* ————— *

American television audiences got their first look at the new Italian spring fashions on NBC-TV's TODAY show this morning (Feb. 11).

A representative selection of Italian couturier designs, flown to the United States especially for the "Today" showing, were modeled by four of Italy's most beautiful mannequins.

The houses of Bertoli, Cupucci, Schubert, Marucelli, Antonelli, Simonetta, Pucci and Fabiani exhibited 12 different designs, during the program, while Faye Emerson and Count Giovanni Battista Giorgini discussed the fashions.

Giorgini, head of the Florence Center for Italian Couture, is primarily responsible for developing Italian fashions to the high degree of importance they have today. He accompanied the models and the designs, arriving in New York yesterday from Rome via Pan-American World Airways.

For the whole Italian group, the "Today" appearances climaxed the most hectic 24 hours of their careers.

In the studio at 5 a.m. today for rehearsal, Giorgini said, "It was past midnight before we had things straightened out. We had to unpack 19 crates of costumes, press them, do last-minute fittings, make sure the correct belts, shoes and hats were with each dress." But the displays of the costumes on "Today" went off without a hitch.

(more)

THE UNITED STATES OF AMERICA

OFFICE OF THE ATTORNEY GENERAL

WASHINGTON, D. C. 20530

MEMORANDUM FOR THE ATTORNEY GENERAL

SUBJECT: [Illegible]

1. [Illegible]

2. [Illegible]

3. [Illegible]

4. [Illegible]

5. [Illegible]

6. [Illegible]

7. [Illegible]

8. [Illegible]

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10. [Illegible]

11. [Illegible]

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13. [Illegible]

14. [Illegible]

15. [Illegible]

16. [Illegible]

17. [Illegible]

18. [Illegible]

19. [Illegible]

20. [Illegible]

Matilde Giorgini, 27, assisted her father. While he put the final touches to the displays, Matilde explained his role on the Italian fashion scene.

"Father always felt that Italian designs were every bit as fine as the French. Finally, in 1951, he persuaded eight couturiers to show their new Spring designs. The showing was held in the ball-room of our home in Florence and was attended by five buyers. We've just finished our ninth show. We had 500 people attending, representing the press and 125 retail firms. Since the third show, we've held the showings in the 15th Century Pitti Parlors, a Royal Palace in Florence, to accommodate the crowds."

Giorgini represents the Italian houses of Veneziani and Marucelli of Milan; and Fabiani, Simonetta, Schubert, Antonelli, Carosa and Capucci of Rome. His American clients include Bonwit Teller, Altman, Abercrombie and Fitch, Bronzini, J.W. Sloane, McCutcheon's and Martin Freeman of New York; I. Magnin of California; Sacowitz of Houston, Texas; Scruggs Vanderwoort and Barney of St. Louis; Watson and Boaler of Chicago, and Henry Morgan of Montreal.

The count and his daughter, as well as two of the models seen on "Today," Anna Maria Ghislanzoni and Sandra Luzzini, visited the United States in 1951 in connection with the Italian Fair. "I'm so glad to be home," Matilde said. "New York feels like home to me... even if I only spent two weeks here."

"And I feel as if I were finally home," said Louisa Gilardenghi, the only one of the four models who spoke English. "I've

(more)

3 - 'Today'

never been here, but I always knew it would be exactly like this." The fourth girl, Mafalda Jetz, smiled agreement.

The four girls, all of whom model frequently on Italian television, made an appearance on NBC-TV's HOME show immediately after the "Today" appearance. On Monday, Feb. 14, they will appear on NBC-TV's TONIGHT. The next day they will return to Italy. During their visit, they are staying at the Savoy Plaza Hotel.

"Today" is seen on NBC-TV, Monday through Friday from 7-9 a.m., EST and CST and 8-9 a.m., PST.

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NBC-New York, 2/11/55

the same time, and I should have been the same as the other.

I should have been the same as the other.

The same time, and I should have been the same as the other.

I should have been the same as the other.

I should have been the same as the other.

I should have been the same as the other.

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I should have been the same as the other.

I should have been the same as the other.

I should have been the same as the other.

I should have been the same as the other.

DAVID BURNS AND BIBI OSTERWALD JOIN THE REGULAR CAST
OF "IMOGENE COCA SHOW"--THEY'LL PLAY IN COMEDY
SKETCHES WITH STAR AND HAL MARCH

David Burns and Bibi Osterwald, prominent performers in Broadway musicals and legitimate plays, have been signed as members of the regular cast of NBC-TV's IMOGENE COCA SHOW (3 out of 4 Saturdays, 9-9:30 p.m., EST).

They will appear with Miss Coca and Hal March in the comedy sketches, and, will play a variety of roles.

Burns, a leading stage actor and comedian for more than 25 years, has won critical acclaim in such outstanding productions as "South Pacific," "Oklahoma," "Pal Joey," "Make Mine Manhattan," "Two on the Aisle." Although a native New Yorker, Burns first achieved stage success in London where he was a popular performer for several years.

Miss Osterwald has played lead roles in Broadway productions including "Three to Make Ready," "Gentlemen Prefer Blondes" and "The Golden Apple," for which she won an award. She also is a featured supper club entertainer.

Both Miss Osterwald and Burns have appeared on many major TV shows, but the "Imogene Coca Show" marks their first regular video series.

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NBC-New York, 2/11/55

LEVIN EDWIN AND HIS DISTANCE FROM THE TOWN OF
OF "THEORY OF A NEW" - THEORY OF A NEW
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A SERVICE OF



NATIONAL CONFERENCE OF CHRISTIANS AND JEWS GIVES THREE
CERTIFICATES OF MERIT TO NATIONAL BROADCASTING COMPANY

- - -

'Frontiers of Faith' and Kenya ('Background') Telecasts Cited;
'Sixth Borough' (Local WRCA N.Y. Radio Series) Also Honored

FOR RELEASE SUNDAY, FEB. 13

has

The National Broadcasting Company received three Certificates of Merit from the National Conference of Christians and Jews "for outstanding contributions promoting the cause of good will and understanding among the people of our nation," the NCCJ announced yesterday (Saturday, Feb. 12).

The certificates, citing 1954 accomplishments, were awarded to NBC for two television programs -- "Kenya -- Land of Hope and Terror" and "Frontiers of Faith" -- and for the radio program, "The Sixth Borough," presented on WRCA, New York.

Formal presentation of the NCCJ awards will be made in special ceremonies during Brotherhood Week, Feb. 20-27.

"Kenya -- Land of Hope and Terror" was an episode in the NBC series "Background." Commenting on this program, the NCCJ said: "'Background' has made some remarkable contributions to the understanding of events and trends in Europe, Asia, Africa and our own country.

(more)

In the Kenya episode, the problem, as presented, is essentially a struggle of man against man, and through better understanding on each side, it is pointed out that there is great hope that agreement will be found, so that these people can live together in peace and brotherhood. The things the program has to say about Kenya are in many ways applicable to our own country."

"Frontiers of Faith" is a weekly program, in which each of the three major faiths is represented throughout the year, with equal time given to each faith. NCCJ's comment: "The entire series is accomplishing an excellent project in understanding among the faiths in America."

"The Sixth Borough," heard on NBC's flagship station, WRCA, New York, is the documentary treatment of the growth of a slum on New York's West Side. Said the NCCJ: "The point is continually made throughout the series that racial prejudice and discrimination and religious bigotry are essential factors in the deterioration of any area into a slum."

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NBC-New York, 2/11/55

NBC**TRADE NEWS**

A SERVICE OF



February 14, 1955

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THIS IS "THE HOUSE THAT 'HOME' BUILT"
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- - -

NBC Series, With Home Builders' Group, to Launch Feature Feb. 28;
Model 3-Bedroom, 2-Bath Homes to Be Erected in 50 or More Cities

* * *
NBC-TV's HOME, in cooperation with the National Association of Home Builders, will launch a new program feature on Monday, Feb. 28, intended as a service to the home buying public and the home building industry. It is a far-reaching, unprecedented project for television, whereby model homes to be known as "The House That 'Home' Built," will be constructed this spring in 50 or more cities throughout the United States.

The California architectural firm of Jones and Emmons, commissioned by "Home" and the National Association of Home Builders, have drawn up plans for a three-bedroom, two-bath home that will become "The House That 'Home' Built."

Based upon the research facilities of the NAHB and recent studies of the Bureau of Labor Statistics regarding housing requirements in this country, it is designed to meet the needs of the average American family. It will show that it is possible to

(more)

ROYAL ANTHROPOLOGICAL INSTITUTE

AND THE SOCIETY OF ETHNOLOGISTS

THE JOURNAL OF THE ROYAL ANTHROPOLOGICAL INSTITUTE AND THE SOCIETY OF ETHNOLOGISTS, VOL. LXXV, PART I, 1905.

THE JOURNAL OF THE ROYAL ANTHROPOLOGICAL INSTITUTE AND THE SOCIETY OF ETHNOLOGISTS, VOL. LXXV, PART I, 1905.

THE JOURNAL OF THE ROYAL ANTHROPOLOGICAL INSTITUTE AND THE SOCIETY OF ETHNOLOGISTS, VOL. LXXV, PART I, 1905.

construct attractive, up-to-date houses at moderate cost, embodying the principles of good design, which with very little modification, are suitable in all parts of the country.

Cost of the house will vary according to different localities, but it is expected that it will be priced between \$17,500 and \$20,000 if constructed in quantity. Houses of comparable value, individually designed and built would cost between \$30,000 and \$40,000.

Plans for the house are being made available at nominal cost to local builders who elect to participate in "The House That 'Home' Built" and who meet the standards set by "Home" and the NAHB. They in turn will purchase land, contract locally for materials and labor and erect the house as a model home.

All houses constructed under this plan will be completed and open to the public on June 4, 1955. Cities thus far, in which 21 builders have contracted to construct "The House That 'Home' Built" are as follows: Baltimore, Md.; Denver, Colo.; Detroit, Mich.; Evansville, Ind.; Greensboro, N.C.; Houston, Tex.; Kansas City, Mo.; Knoxville, Tenn.; Milwaukee, Wis.; New York, N.Y.; Oklahoma City, Okla.; Palo Alto, Calif.; Rochester, N.Y.; San Antonio, Tex.; Snyder, N.Y.; West Los Angeles, Calif.; Wilmette, Ill.; and Wilmington, Del.

"The House That 'Home' Built" is part of a continuing series of editorial features to be seen on 'Home' during the year 1955 placing greater emphasis on the various phases of home building.

(more)

An advisory committee is now being organized by 'Home' producer Dick Linkroum which will help to plan a year-round schedule of programming having to do with the construction, modernization, decoration, landscaping and general increased livability of the home, both inside and out.

"Home" is presented on NBC-TV, Mondays through Fridays, 11 a.m. - 12 noon, EST.

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NBC-New York, 2/14/55

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COLOR TELEVISION NEWS

A SERVICE OF



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NBC COLOR TELECAST SCHEDULE

Feb. 20 - 26 (NBC-TV Network including WRCA-TV)

Wednesday, Feb. 23

7-7:30 p.m., EST -- "Norby" with David Wayne and Joan Lorrington. Situation comedy series, presented each Wednesday.

9-10 p.m., EST -- Kraft Television Theatre presents "Emperor Jones," with Ozzie Davis in the title role and Everett Sloane portraying the cynical trader, Smithers. The Eugene O'Neill drama tells the story of a fugitive from justice who, by sheer ruthlessness and cunning, establishes himself as emperor of a small West Indian Island; and of the natives who eventually rebel against his tyranny.

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NBC-New York, 2/14/55

THE HISTORY OF THE

REIGN OF KING CHARLES THE FIRST

IN THE

THIRTEENTH CENTURY

BY

J. H. M.

OF THE

UNIVERSITY OF OXFORD

IN TWO VOLUMES

VOLUME THE FIRST

CONTAINING

THE REIGN OF KING CHARLES THE FIRST

FROM 1226 TO 1272

AND THE REIGN OF KING RICHARD THE FIRST

1272-1292

LONDON

'MONTGOMERY PRESENTS' WINS 'BEST DRAMATIC PROGRAM'
DESIGNATION IN COMPACT MAGAZINE'S SURVEY

The ROBERT MONTGOMERY PRESENTS series on NBC-TV is the "Best Dramatic Program" on television according to a nationwide survey-conducted by Compact, The Young People's Digest.

The March issue of the publication also lists "The Hunchback of Notre Dame," seen on the Montgomery series, as one of the "memorable shows" of 1954.

The series is seen Monday nights on the NBC-TV Network (9:30-10:30 p.m., EST). Sponsorship alternates weekly between the American Tobacco Company for Lucky Strike Cigarettes and the Johnson's Wax Company.

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NBC-TV AND RADIO TO CARRY ADDRESS BY SECRETARY DULLES

Secretary of State John Foster Dulles' address to the Foreign Policy Association at the Waldorf-Astoria Hotel, New York, Wednesday, Feb. 16, will be presented by NBC on both radio and television.

The radio broadcast (network except WRCA) is scheduled for 10:30 to 11 p.m., EST, and the telecast from 11:30 p.m. to midnight, EST (NBC-TV network including WRCA-TV).

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NOMINEES FOR ACADEMY AWARDS ARE ANNOUNCED
IN CEREMONY TELECAST BY NBC

"The Caine Mutiny," "The Country Girl," "On the Waterfront," "Seven Brides for Seven Brothers" and "Three Coins in a Fountain" were announced as candidates for the "best picture of the year" award, at the nominations ceremony of the Academy of Motion Picture Arts and Sciences, telecast over NBC-TV Saturday, Feb. 12. Jack Webb was the emcee.

The actual awards ceremony will be presented on NBC-TV and Radio Wednesday, March 30 (10:30 p.m. to midnight, EST), with Bob Hope as emcee.

Nominees for "best performance by an actress" are Dorothy Dandridge in "Carmen Jones," Judy Garland in "A Star Is Born," Audrey Hepburn in "Sabrina," Grace Kelly in "The Country Girl" and Jane Wyman in "Magnificent Obsession."

Nominees for "best performance by an actor" are Humphrey Bogart in "The Caine Mutiny," Marlon Brando in "On the Waterfront," Bing Crosby in "The Country Girl," James Mason in "A Star Is Born" and Dan O'Herlihy in "Adventures of Robinson Crusoe."

Other nominations:

"Best performance in a supporting role": Nina Foch in "Executive Suite," Katy Jurado in "Broken Lance" and Eva Marie Saint in "On the Waterfront"; Jan Sterling in "The High and the Mighty," Claire Trevor in "The High and the Mighty," Lee J. Cobb in "On the Waterfront," Karl Malden in "On the Waterfront," Edmond O'Brien in "The Barefoot Contessa," Rod Steiger in "On the Waterfront" and Tom Tully in "The Caine Mutiny."

(more)

2 - Academy Award Nominations

"Best achievement in directing": George Seaton, "The Country Girl"; William Wellman, "The High and the Mighty"; Elia Kazan, "On the Waterfront"; Alfred Hitchcock, "Rear Window"; and Billy Wilder, "Sabrina."

Jack Webb as emcee, was at NBC's Burbank studios. Hosts at the three supperclub points of pickup were Humphrey Bogart and Anne Higginbotham, editor of Photoplay magazine, at Romanoff's; Irene Dunne and Louella Parsons at the Cocoanut Grove, and Donna Reed and Sheilah Graham at Ciro's.

Alan Handley was the producer-director. The Oldsmobile Division of General Motors sponsored the telecast.

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NBC-New York, 2/14/55

AMERICAN FASHION DESIGNERS 'FIGHT BACK';

GET CHANCE TO SHOW WARES ON 'TODAY'

Noting NBC-TV's TODAY program showings of Italian and French fashions, American designers, have decided to "fight back." The American firms have asked for and received equal time on "Today" to show a representative collection of their Spring lines.

With top American designers participating -- many of them in interviews -- "Today" will televise the American fashions Friday, Feb. 18.

"Today" is seen Monday through Friday from 7-9 a.m., EST and CST and 8-9 a.m., PST.

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GEORGE GOBEL AND JOHN C. SWAYZE ON LIST

OF 'TEN BEST GROOMED MEN'

NBC's comedian George Gobel and newscaster John Cameron Swayze are on the list of the nation's "Ten Best-Groomed Men" as selected by a council of barbers and men's hair stylists. The list includes men "who by nature of their place in the public eye have their grooming habits copied by the American male population."

Pictures of the 10 will be on display in barber shops throughout the country during annual National Haircutting Week, Feb. 21 to 26.

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TRADE NEWS

A SERVICE OF



February 15, 1955

CAST LIST FOR "PETER PAN," ON "PRODUCERS' SHOWCASE"--

STARRING MARY MARTIN,

WITH CYRIL RITCHARD, KATHY NOLAN, MARGALO GILLMORE

- - -

(On NBC-TV Monday, March 7, 7:30-9:30 p.m., EST,

In Color and Black and White)

(In Order of Appearance)

Wendy.....	Kathy Nolan
John.....	Robert Harrington
Liza.....	Heller Halliday
Michael.....	Joseph Stafford
Nana.....	Norman Shelly
Mrs. Darling.....	Margalo Gillmore
Mr. Darling.....	CYRIL RITCHARD
Peter Pan.....	MARY MARTIN
Lion.....	Richard Wyatt
Kangaroo.....	Carl Erbele
Ostrich.....	Joan Tewkesbury
Slightly.....	David Bean
Tootles.....	Ian Tucker
Curly.....	Stanley Stenner
Nibs.....	Paris Theodore
1st Twin.....	Jackie Scholle

(more)

THE UNIVERSITY OF CHICAGO
DEPARTMENT OF THE HISTORY OF ARTS
AND ARCHITECTURE
OFFICE OF THE CURATOR
OF THE MUSEUM OF ARTS
AND ARCHITECTURE
540 EAST 57TH STREET
CHICAGO, ILLINOIS 60637
TEL. 773-936-5000
FAX 773-936-5001
WWW.MUSEUMOFARTS.ORG

THE UNIVERSITY OF CHICAGO
DEPARTMENT OF THE HISTORY OF ARTS
AND ARCHITECTURE
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CHICAGO, ILLINOIS 60637
TEL. 773-936-5000
FAX 773-936-5001
WWW.MUSEUMOFARTS.ORG

2nd Twin.....Darryl Duran
Captain Hook.....CYRIL RITCHARD
Smee.....Joe E. Marks
Crocodile.....Norman Shelly
Tiger Lily.....Sondra Lee
Starkey.....Robert Vanselow
Cecco.....Richard Winter
Noodler.....Frank Lindsay
Mullins.....James White
Jukes.....Frank Bouley
Wendy Grown-up.....Ann Connolly
Jane.....Kathy Nolan

PIRATES: Frank Lindsay, Frank Marasco, James White,
John Newton, Arthur Tookoyan, Robert Vanselow,
Richard Winter, Lucky Kargo, Albert Linville,
Frank Bouley.

INDIANS: George Lake, Robert Piper, William Sumner,
Richard Wyatt, Linda Dangcil, Lisa Lang,
Suzanne Luckey, Joan Tewkesbury.

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NBC-New York, 2/15/55

Cited for outstanding service to this cause in a recent program based on the life story of Kenneth Porter, of Phoenix, Ariz., Edwards was praised for pointing out the employability of handicapped persons. Porter, who had to decide whether to have his knees fused into either a sitting or standing position, chose the latter and despite his handicap successfully operates two businesses.

— 〇 —

Dale Evans' second book, "My Spiritual Diary," which was published on Feb. 14, chalked up the largest advance sale in the 35-year history of its publisher, the Fleming H. Revell Company.

Her new book is a chronicle of Dale's impressions and observations in the period when she and her husband, Roy Rogers, made their first trip to Great Britain.

THE ROY ROGERS SHOW with Roy Rogers and Dale Evans is pre-
sented on NBC-TV and NBC Radio.

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The President's Commission on the History of the United States was organized as a study in history, not as a study in the history of the United States. The President's Commission on the History of the United States was organized as a study in history, not as a study in the history of the United States.

First the President's Commission on the History of the United States was organized as a study in history, not as a study in the history of the United States. The President's Commission on the History of the United States was organized as a study in history, not as a study in the history of the United States.

DALE EVANS: "MY SPIRITUAL JOURNEY"

NEW YORK: DALE EVANS, 1964

Dale Evans' second book, "My Spiritual Journey," which was published on Feb. 14, 1964, is a study in the history of the United States. The book is a study in the history of the United States, not as a study in the history of the United States.

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THE ROYAL COMMISSION ON THE HISTORY OF THE UNITED STATES was organized as a study in history, not as a study in the history of the United States. The President's Commission on the History of the United States was organized as a study in history, not as a study in the history of the United States.

ACTRESS-COMMENTATOR NATALIE CORE BECOMES
FASHION EDITOR OF 'HOME'

Natalie Core, radio, television and stage actress and fashion commentator, has been signed as Fashion Editor of NBC-TV's HOME (Mondays-Fridays, 11 a.m. to 12 noon, EST). In addition to her appearances on major TV and radio dramatic shows, Miss Core has worked with fashion publicist Eleanor Lambert and has done fashion commentary on shows of many of the top designers.

A graduate of the Carnegie Tech Drama School at 18, she began her first radio program that same year over Station WMAL in Washington, D.C., called "Your Window Shopper," a daily program on topics of interest to women which she wrote, produced and conducted for two years. In addition to several dramatic shows on which she appeared at this time, she also was hostess of a "Food News Roundup" program.

Coming to New York from Washington in 1940, she appeared on many radio serial programs and evening dramatic programs. In 1945 she became the first woman announcer on the ABC network on a panel show called, "Listen, the Women," an information program with an all-female panel.

Her appearances on leading TV dramatic programs have included "Hallmark Hall of Fame," "Armstrong Circle Theatre," "Television Playhouse," "Kraft Television Theatre" and "Studio One." In 1954 she was hostess for the "A&P Playhouse." She has appeared in Summer stock in Eastern states, and on Broadway in "Tangled Web," "Round Trip," "Land Is Bright," "Five Kings" and in Elmer Rice's "Not for Children."

Miss Core is married to actor-playwright John H. O'Hare, who is now performing on Broadway in "The Bad Seed."

As Fashion Editor on "Home," Miss Core succeeds Carrie McCord, who has left the program to fulfill other commitments.

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NBC-New York, 2/15/55

February 15, 1954

PRESIDENT EISENHOWER, RELIGIOUS LEADERS AND COMMANDER
OF AMERICAN LEGION TO JOIN IN 'BACK TO GOD' PROGRAM

President Eisenhower and prominent religious leaders representing the nation's three major faith groups will take part in the American Legion's BACK TO GOD program to be broadcast by NBC Radio Sunday, Feb. 20 (8-8:30 p.m., EST).

The program also will include a message from Seaborn P. Collins, national commander of the American Legion, and music by the West Point Chapel Choir. Names of the participating clergymen will be announced soon.

The annual American Legion "Back to God" program urges regular church or synagogue attendance, daily family prayer, and religious instruction of youth.

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February 13, 1968

URGENT: CIVILIAN, RELIGIOUS LEADERS AND COMMUNITARIANS
OF AMERICAN LEADERS TO JOIN IN WORK TO END HUNGER

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'SECOND CHANCE' DRAWS 20,000 LETTERS A WEEK FROM NBC LISTENERS

- - -

Writers Offers Suggestions to Solving Problems Presented on Show

SECOND CHANCE, the NBC Radio series, is receiving upwards of 20,000 letters weekly from listeners offering solutions to problems presented on the program.

In the case of a person with a difficult decision to make, reporters from "Second Chance" interview the individual in the field and develop a complete "documentary" centered around the situation involved. The "documentary" is then presented on the program, sometimes in several suspenseful installments. The audience at home and in the studio is then invited by emcee Johnny Olsen to tell what their decision would be under the same circumstances. The decision made by the person involved is then revealed.

A "documentary" involving juvenile delinquency will soon be heard on the program.

The new and popular audience participation aspect of "Second Chance" is in addition to the "mystery voice" contest where listeners are asked to identify voices of outstanding personalities. Cash and other valuable prizes are won by listeners who, using clues offered by Olsen, can name the owners of the "mystery voices."

"Second Chance" is heard Mondays through Fridays on NBC Radio from 11:45 a.m. to 12 noon, EST.

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NBC-New York, 2/15/55



TRADE NEWS

A SERVICE OF



RECORD CLOSED CIRCUIT COLORCAST PRESENTED ON 83 NBC STATIONS FOR
FORD AND RCA DEALERS TO HERALD MARY MARTIN'S "PETER PAN"
ON "PRODUCERS' SHOWCASE" MARCH 7 (7:30-9:30 P.M., EST)

The biggest closed circuit color telecast ever produced -- carried over 83 stations in the United States and Canada and viewed by an estimated 5,000 Ford and RCA dealers -- was presented by the National Broadcasting Company ~~yesterday~~ (Feb. 15) in connection with the PRODUCERS' SHOWCASE presentation of "Peter Pan" Monday, March 7 (NBC-TV, 7:30-9:30 p.m., EST).

The record-making closed circuit colorcast was presented as a "briefing" for Ford and RCA -- sponsors of "Peter Pan" -- on the network's plans for telecasting a Broadway musical for the first time in its entirety. The closed telecast originated "live" in NBC's Studio 3-H in Radio City.

Highlights of the 30-minute production were the appearances of Mary Martin and Cyril Ritchard, stars of "Peter Pan"; Robert W. Sarnoff, NBC Executive Vice President, and Thomas A. McAvity, Vice President in charge of the NBC Television Network.

Miss Martin expressed the excitement of the entire "Peter Pan" cast over the opportunity to do the musical fantasy on television before millions of viewers. Miss Martin and Mr. Ritchard

(more)

2 - "Producers' Showcase"

were introduced to the closed circuit audience by Mr. Sarnoff. The NBC executive stressed the network's merchandising and publicity plans aimed at attracting for "Peter Pan" the largest television audience of the year.

"Peter Pan" will be colorcast "live" from NBC's giant Brooklyn Studio. The program will be available on standard receivers in black and white.

The closed circuit telecast was produced by Erik Hazelhoff, head of NBC's newly-created Telesales Department.

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NBC-New York, 2/16/55

JOHN SCHWARTZ GETS HIS FIRST NBC DIRECTING ASSIGNMENT ON
OPERA THEATRE'S "THE WOULD BE GENTLEMAN" TELECAST OF FEB. 27

John Schwartz joins the NBC Opera Theatre to direct his first production for the group with "The Would Be Gentleman" on Sunday, Feb. 27 (NBC-TV, 2:30 p.m., EST).

This also will be the first director's assignment for the young director-writer-actor on this network. Schwartz joined NBC four years ago and has worked in lesser capacities on many leading commercial programs. He was specially selected for this "play and opera" presentation by producer Samuel Chotzinoff.

Schwartz has directed TV shows in his native Belgium and in France. He has worked in motion pictures as an assistant director in Paris. The son of an actor, Schwartz had always expected to go into his father's profession. Having as his first assignment a Moliere play with music is close to his heart. He actually was "brought up on Moliere." His father played in many of the great classic French writer's masterpieces.

Among Schwartz' writer's credits is an original script, "Proudly I Love" about Sarah Bernhardt, which starred Sarah Churchill on "Hallmark Hall of Fame."

This assignment with the NBC Opera Theatre is a challenging one since it involves directing a shortened version of the Moliere play with incidental orchestral music by Richard Strauss and contains 33 minutes of Strauss' opera "Ariadne on Naxos."

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NBC-New York, 2/16/55

SIX-YEAR-OLD GIRL WINS 'HOWDY DOODY' COLORING CONTEST
OVER 10,000 ENTRIES ON SUBJECT OF SAFETY;
SHE WILL VISIT SHOW IN NEW YORK

Six-year-old Janet Ruth Schedler of Cleveland, Ohio, has won the nationwide HOWDY DOODY coloring contest, and will be Buffalo Bob Smith's guest on the NBC-TV program Friday, March 4 during a three-day visit to New York.

Her entry was selected over 10,000 submitted by youngsters throughout the nation. The contest, started last October, was sponsored jointly by the publication "Who's Who in TV and Radio," the American Automobile Association and the "Howdy Doody" program.

In the three months of the contest, 2,500 prizes were awarded to children in preliminary judgments. Four first-prize winners of elimination rounds received complete sets of the Book of Knowledge.

"Who's Who in TV and Radio" printed four black and white drawings all on the subject of safety. They were colored by the "Howdy Doody" fans and submitted in the contest.

Janet and her parents will visit New York for three days as guest of the American Automobile Association -- first prize in the coloring contest.

The "Howdy Doody" program is seen on the NBC television network Monday through Friday, 5:30-6 p.m., EST.

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NBC-New York, 2/16/55



COLOR TELEVISION NEWS

A SERVICE OF



* ————— *

| "THERE'S AN ANGEL FLYING" |

* ————— *

By Edwin Lester

(General director of the Los Angeles Civic Light Opera Association, who originally produced in California the musical version of "Peter Pan," starring Mary Martin. The production, a current Broadway smash hit, will be seen intact with Miss Martin on PRODUCERS' SHOWCASE Monday, March 7, NBC-TV, 7:30-9:30 p.m., EST, in color and in black and white).

* * *

The term "angel" has been used on Broadway to describe a backer for so long that most of the people in showbusiness have forgotten that it could have any other meaning. As a matter of fact, showbusiness is hardly a habitat for "angels" in the original sense. Lots of nice people -- most of them warm, friendly, bright -- but the profession is too hectic to expect them to be angelic. And to think that a star could be an angel -- that's really taxing the imagination.

But to all rules, there must be an exception. And Mary Martin is an exceptional exception. For years she has been the most sought-after of stars because, in addition to her talent and personality, she makes life in the theatre worth living for everyone with whom she comes in contact. Producers, directors, actors, writers,

(more)

stagehands, find her almost too good to be true. But now the secret is out via "Peter Pan": Mary definitely has a streak of angel in her.

It was about five years ago that I became inspired with the idea of casting Mary Martin in a musical version of "Peter Pan." When I proposed it to Mary and Richard Halliday, her husband and manager, I found they'd been thinking and talking about it for years. But if my "inspiration" was slightly late, there was at least nothing wrong with it. And because it was such a natural, it had to happen eventually. When it did, I was lucky enough to be in the right place at the right time. Thus it was that the Los Angeles Civic Light Opera Association had the pleasure of inviting its California audiences to the 'wedding' of Mary Martin and 'Peter Pan.' The ceremony was performed in San Francisco on July 19 last, and the celebration has been going on ever since -- on both Coasts -- with the additional advantage that the guests have paid for the party.

In our first thought of Miss Martin as Peter, we actually forgot that there was flying in the show. It was quite enough that Mary should bring to the character the rightness of her personality, along with her gifts as an actress and singer. Then came a bonus we hadn't counted on. A few weeks before we went into rehearsal, Mary wanted to experiment with the flying, particularly to find out if she could sing comfortably while suspended in mid-air. With Jerome Robbins, her director, the experiment was made in New York, while I was in California. An hour after Miss Martin's take-off, I received a telegram which read as follows:

TODAY I FLEW SKYWARD FOR THE FIRST TIME AND IF YOU
SUDDENLY FELT ALTOGETHER HAPPY THAT WAS MY SPIRIT THAT ZOOMED
WAY OUT THERE TO BE WITH YOU.

(more)

MARY

During rehearsals, it was much the same way -- Mary could never get enough of flying. Completely without fear, she was willing to try anything, particularly if it had never been tried before. After the show opened, her flying slogan was -- "more, faster and higher!" Trying to restrain her was, and still is, an impossibility, and Peter Foy, the English technician in charge of the flying effect, has a tough job keeping her down.

In Act III, aboard the pirate ship, there is a scene on the lower deck (stage level) where Captain Hook (played by Cyril Ritchard) and his pirates attack Peter Pan's forces. Peter watches from the upper deck and at the psychological moment flies down to engage in hand-to-hand combat with Hook. One evening Mary got so interested in watching Cyril's performance that she forgot to get her wire hooked up for the flight. She was standing on the edge of the deck (about 12 feet up) ready to take off, oblivious of the fact that there was nothing to hold her up. Foy, desperately calling "Miss Martin! Miss Martin!" from his position on an off-stage ladder, finally attracted her attention in time to get her hooked up. Naturally, this episode was a subject of some dressing room comment after the show. Jerome Robbins (who directed and staged the production) said to her, "You know, I believe that if you had jumped without the wire, somehow or other you'd have flown." Said Mary, "I know I would. In fact, I want to try it sometime."

And you can't be sure she didn't mean it. When an interviewer in San Francisco asked her, "How does it feel to fly?" Mary answered, "Just as it should feel - heavenly."

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COLOR TELEVISION NEWS

A SERVICE OF



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MARY MARTIN 'HAPPY AND EXCITED' OVER OPPORTUNITY
TO PRESENT 'PETER PAN' ON TV, SHE WRITES
IN A LETTER TO A COLUMNIST

* _____ *

How does Mary Martin feel about doing her current Broadway musical version of "Peter Pan" on television? (PRODUCERS' SHOWCASE, Monday, March 7, NBC-TV, 7:30-9:30 p.m., EST, in color and black and white). "Happy and excited" are but two of the ecstatic adjectives she used to describe her emotions, in a candid letter to TV columnist Jack O'Brian of the New York Journal-American, herewith re-printed:

"You write that I want the angels 'to get some of their fiscal wings back.' You are so right! I've always loved Peter Pan and they have, too -- and they are wonderful angels. Like -- well, I never did know about this part of a play before -- and only a week or so after we had opened in New York -- I was told that among the angels was Merry Roche, the hairdresser who had done my hair for the Ford 50th Anniversary TV program and the Rodgers and Hammerstein-General Foods and the Ed Murrow Person-to-Person programs. People like that. And they are really People!

"There's another reason, too, though. Have you seen a matinee? Have you tried to get tickets for a matinee? Such sights and sounds have only filled the four walls of a theatre when Peter Pan is played. Each one (no exaggeration) is memorable. Such letters, dearness, giving, I've never imagined possible -- even in my youngest

(more)

dreams. Barrie really wrote something, left something that is extraordinary.

"From the beginning I've wanted to tour across and up and down the country -- but I've been convinced that it is impossible with this production we happen to love -- for very practical and mechanical reasons.

"Then comes TV that interests you. Me, too. Here this fantastic mechanical medium makes it possible to do the impossible -- pay off the backers and give to all the children up and down the country in one two-hour session -- more of them, I'm told, than could see it in theatres if I played it for thirty years. And you know -- that, I couldn't do!

"So I'm happy and excited -- and hope with every hope it does for one and all in their homes what it has done to all us children for the last fifty years. I have a feeling it will -- already I have heart-warming letters from mothers who write of Peter Pan Parties being given in their homes on March 7 to watch the tele-cast.

"Don't think anyone has done as much as Barrie for children -- ever. And not only spirit-wise.

"With just this production alone, the children's hospital that he (Sir James M. Barrie) left the rights to, has received almost \$100,000. You know that is exciting.

All best,

Mary"

To which Jack O'Brian added: "And all the best to you, Mary, and to Barrie, NBC, Peter Pan and kids everywhere on March 7. A real treat."

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NBC-New York, 2/17/55



A SERVICE OF



WILLIAM H. FINESHRIBER JR., VICE PRESIDENT IN CHARGE
OF THE NBC RADIO NETWORK, RESIGNS EFFECTIVE MARCH 1

FOR RELEASE FRIDAY, FEB. 18, 1955

William H. Fineshriber Jr., Vice President in charge of the NBC Radio Network, has resigned effective March 1, it was announced today by Robert W. Sarnoff, Executive Vice President of NBC. Mr. Fineshriber said his resignation was for personal reasons and that his future plans would be announced shortly.

Mr. Sarnoff also announced that he would assume active direction of the Radio Network in addition to his other duties.

"Bill Fineshriber has made an effective contribution during his year and a half as head of the NBC Radio Network," Mr. Sarnoff said. "I regret that personal considerations have compelled him to leave NBC, and I wish him well in the future."

Mr. Fineshriber has had long and varied executive experience in many phases of the broadcasting business for more than 20 years. He joined NBC in March, 1953, as Vice President and General Manager of the Radio and Television Networks, and became head of the Radio Network in August, 1953, when it was established as an organization separate from the Television Network.

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Prior to joining NBC, he was Executive Vice President and a member of the Board of Directors of the Mutual Broadcasting System, and a Vice President and Director of General Teleradio, Inc. He has been active in industry organizations, having served as a member of the Radio Committee of the National Association of Radio and Television Broadcasters and a member of the Executive Committee and the Board of Directors of the Radio Advertising Bureau. He is also an advisor to the Board of Radiodiffusion Francaise.

Mr. Fineshriber has been prominent in radio campaigns of a number of charitable and educational organizations. He is chairman of the Radio and Television Committee of the American Jewish Tercentenary Celebration, co-chairman of the Radio Committee of the National Foundation for Infantile Paralysis; co-chairman of the Radio Committee of the National Community Chest; a member of the Commission on Mass Communications of the National Conference of Christians and Jews; and a member of the Advisory Board of the Veterans' Hospital Radio Guild.

Mr. Fineshriber entered the broadcasting business in 1931, following graduation with highest honors from Princeton University. After a course of advanced study at the Sorbonne in Paris, he joined the Columbia Broadcasting System as a member of its publicity staff. In October, 1934, he was appointed manager of Carnegie Hall in New York City, and in 1937 he returned to CBS, where he served in a number of important positions over a 12-year period. In 1949, he resigned as General Manager of the CBS Program Department to join the Mutual Broadcasting System as a Vice President.

(more)

3 - William H. Fineshriber Jr.

He has been a frequent lecturer on broadcasting subjects at a number of colleges -- notably the University of Pennsylvania, New York University, and the Cooper Union for the Advancement of Science and Art. He has also contributed to numerous periodicals and is the author of "Stendhal, the Romantic Rationalist," a critical study of the famous 19th Century French novelist.

Mr. Fineshriber was born Nov. 4, 1909, in Davenport, Iowa, the son of Dr. and Mrs. William H. Fineshriber. His family later moved to Memphis, Tennessee, and then to Philadelphia, where he was graduated from West Philadelphia High School. He is a member of Phi Beta Kappa, the Princeton Club, the Radio Pioneers Club, the Radio and Television Executives Society, and the Rockefeller Center Luncheon Club. He is married to the former Clotilde Heller of Philadelphia. They have two children, Joy, 18, and William, 15, and reside in New York City.

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NBC-New York, 2/17/55



A SERVICE OF



NBC AGREES TO RELEASE ROBERT E. SHERWOOD FROM TV CONTRACT;
PLAYWRIGHT TO CONCENTRATE ON STAGE AND SCREEN PROJECTS

Because of his desire to devote himself for the time being almost exclusively to projects in motion pictures and the legitimate theatre, the National Broadcasting Company has agreed to give Robert E. Sherwood, the playwright, a release from his contract.

Thomas A. McAvity, Vice President in charge of the NBC Television Network, explained that Mr. Sherwood is currently at work on the screen play for Tolstoi's "War and Peace," scheduled for motion picture production by Michael Todd, and that there have been continually increasing calls for his services in the legitimate theatre by the Playwrights' Company, of which he is a founding member. In view of Mr. Sherwood's intense desire to engage in these projects, Mr. McAvity explained, NBC reluctantly consented to his request for a release from his contract.

Mr. Sherwood's contract with NBC became effective Jan. 1, 1953. By its terms, Mr. Sherwood was to write nine original one-hour plays for television over a five-year period. The first of the Sherwood plays for television, "The Backbone of America," was presented by NBC Dec. 29, 1953. The second Sherwood play, "Diary," was presented Sept. 20, 1954, opening the Fall season for the Robert Montgomery series on NBC. Other Sherwood plays had been planned for presentation later this year.

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NBC-New York, 2/17/55



TRADE NEWS

A SERVICE OF



February 17, 1955

PAPER MATE PEN COMPANY BUYS 'PEOPLE ARE FUNNY' ALTERNATING TUESDAYS ON NBC RADIO; PURCHASE BASED ON NBC-STARCH SURVEY OF EVENING RADIO

The Paper Mate Pen Company is expanding its radio advertising into the NBC Radio Network as a result of the NBC-Starch study revealing new and startling figures on the size of the nighttime radio audience according to David Kittredge, Paper Mate advertising manager.

In a contract signed through the Foote Cone & Belding advertising agency, Paper Mate will sponsor PEOPLE ARE FUNNY on alternating Tuesdays (8-8:30 p.m., EST) starting April 5. The program will supplement the client's advertising on the PEOPLE ARE FUNNY NBC Television show, spot TV commercials and magazine advertising.

The figures which entered into Paper Mate's decision to buy into the NBC Radio Network were those released in the recent NBC-Starch study revealing that more than 56,000,000 people listen to radio on an average evening. Of this number, more than half listen to radio for two hours or more, 37,500,000 do not watch television on an average evening and 43,000,000 do not read a current issue of any of the four major weekly magazines.

These figures, Kittredge said, indicate that radio is a potent advertising media, and one well calculated to supplement Paper Mate ads in other media.

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TRADE NEWS

A SERVICE OF



February 17, 1955

FULL TWO-HOUR 'TODAY' SHOW TO BE SEEN
ON WEST COAST STARTING FEBRUARY 28

TODAY, NBC-TV's early morning news and special events show, will be seen on the West Coast for a full two hours, Mondays through Fridays beginning Monday, Feb. 28.

Since Sept. 27, when "Today" first made its appearance in California via the "quick kinescope" process, it has been seen from 8-9 a.m., PST. It was preceded each morning by "7 to 8," a locally created show with Johnny Grant as master of ceremonies. "Today" will be seen 7-9 a.m., PST, starting Feb. 28. The program is also presented 7-9 a.m., EST and CST, in the respective time zones.

The entire West Coast version will be a "quick kinescope" of the 7-9 a.m., EST, show as seen in the East. with local California cut-ins five minutes out of each half hour for late inserts and presentation of local news.

The "Today" program on the West Coast is seen via NBC's outlets in Los Angeles, San Francisco and San Diego.

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KINESCOPES AND CLOSED CIRCUITS ARE BOONS TO MERCHANDISING,
NBC'S MURRAY HEILWEIL TELLS AMERICAN MARKETING ASSOCIATION

Kinescopes and closed-circuit telecasts are revolutionizing the techniques of merchandising, according to Murray Heilweil, manager of the Merchandising Department of the National Broadcasting Company.

Addressing the American Marketing Association at the Hotel Roosevelt in New York today (Feb. 17) Mr. Heilweil described how NBC produces kinescopes and closed circuits and uses them to help clients generate enthusiasm from their own salesmen and from their trade outlets.

"The client, NBC executives, and most important, the stars themselves, come on camera to talk about the company's coming advertising campaign," Mr. Heilweil said. "It is enormously effective."

Recently, he said, a client gathered 1400 of his own sales representatives, brokers and retailers in 50 television stations across the country to view an NBC closed circuit in color.

"We have heard from both the client and their brokers that the show had an enthusiastic response from their customers and that they themselves were able to get off to a flying start in merchandising this show to their trade," he added.

Mr. Heilweil explained that NBC equips its merchandising staff with portable rear screen projectors for showing kinescopes. For clients, he said, the NBC Telesales Unit makes up kinescopes for both sales meetings and for trade calls.

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| SAMUEL CHOTZINOFF WRITES OF 'A LOST PARADISE' |

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Samuel Chotzinoff's new book, "A Lost Paradise," will be

published by Alfred A. Knopf on Feb. 21.

The book by the NBC music consultant and producer of the NBC Opera Theatre concerns the first 16 years of his life. It starts in Chotzinoff's native Russia, which he left as a small child, and continues on a nostalgic trip to England and the U.S., where the family settled in New York's Lower East Side.

Chotzinoff recalls many vivid and picturesque events of the early years of this century in that small area of New York which produced so many great men in all fields of endeavor. Two of the chapters of the book received advance publication in the New Yorker and Holiday magazines.

Chotzinoff joined the National Broadcasting Company in 1937. He was largely instrumental in persuading the then semi-retired Arturo Toscanini to return to the U.S. for the new NBC Symphony Orchestra then being formed. Currently he is busily engaged in producing the highly successful operas on the NBC television network. Chotzinoff was formerly the widely-read music critic of the old New York World and the New York Post.

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NBC-New York, 2/17/55

THE NEW YORK PUBLIC LIBRARY

ASTOR LENOX TILDEN FOUNDATION

100 N. 4th St. New York, N.Y.

The book by the two authors, published in 1907, is a study of the history of the United States from 1789 to 1899. It is a history of the United States from 1789 to 1899. It is a history of the United States from 1789 to 1899.

Original copies of this book are in the collection of the New York Public Library. The book is a study of the history of the United States from 1789 to 1899. It is a history of the United States from 1789 to 1899.

The book is a study of the history of the United States from 1789 to 1899. It is a history of the United States from 1789 to 1899. It is a history of the United States from 1789 to 1899.

NEW YORK

1907

100 N. 4th St. New York, N.Y.

'NEW SPITZ JUNIOR PLANETARIUM, DESIGNED FOR MR. PEEPERS'
WILL BE FEATURED AT TOY FAIR IN NEW YORK

MR. PEEPERS (starring Wally Cox, telecast on NBC-TV three Sundays out of four, 7:30 p.m., EST), has just had a junior-size planetarium designed for him, as befits his scientific pursuits. "The New Spitz Junior Planetarium, Designed for Mr. Peepers" is its official title and it is being made available to youngsters and oldsters alike, via national distribution in department stores, toy shops and official supply stores of educational institutions.

Armand Spitz, astronomer and builder of over 100 large-scale planetariums, designed Mr. Peepers' toy planetarium which projects over 400 stars and more than 60 constellations in their correct relationships. Used on AC current in any darkened room, the Spitz Junior Planetarium can project the galaxies on a wall or ceiling. An electronic pointer which plugs into the base of the planetarium reflects an arrow in any desired direction, to aid the "lecturer." Two simple hand adjustments permit the stars to appear, from the Equator to the North Pole, for any month of the year, from any part of the world. The brightness of the stars is controlled by a rheostat.

"We checked the Spitz Junior against a Spitz professional model which costs \$2000," said Thomas K. Liversidge, manufacturer of the toy. "The stars of our toy could be made to coincide exactly with the stars of the big planetarium ... The whole layout, from month to month, as seen in all parts of the world, has been worked out with great accuracy."

(more)

The "Mr. Peepers" model is $14\frac{1}{2}$ inches high, has a tough plastic dome projection sphere seven inches in diameter, a seven and a half-inch square base, and weighs three pounds. It retails for \$14.95. Included with the planetarium is a 32-page star book written by Armand Spitz, containing colorful illustrations and sky charts for every season. The planetarium will be featured at the annual Toy Fair opening at the New Yorker Hotel in Manhattan March 7.

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NBC-New York, 2/17/55



TRADE NEWS

A SERVICE OF



February 18, 1955

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NBC-TV 'SUMMER INCENTIVE PLAN' ANNOUNCED FOR

'TODAY,' 'HOME' AND 'TONIGHT' ADVERTISERS

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"Summer Incentive Plan -- 1955," a new sales concept which will provide advertisers on any combination of NBC-TV's TODAY, HOME and TONIGHT programs with savings on participation purchases up to 34.6 per cent has been announced by Roy Porteous, NBC's manager of sales for Participating Programs.

The new sales concept provides that advertisers scheduling participations on NBC-TV's "Today" and/or "Home" and/or "Tonight" programs for telecast during the 14-week period beginning May 30, 1955, and ending Sept. 2, 1955, will be allowed to schedule on a no-charge basis an additional number of participations.

Announcing the new sales plan, Mr. Porteous said, "From the very beginning of our participation programs, when we launched 'Today,' then followed with 'Home' and 'Tonight,' NBC-TV has attempted to devise shows with true flexibility -- such features as no 13-week cycle requirements, purchases of one participation or a thousand, or being on the air within 72 hours notice. We have consistently been guided in our programming of T-H-T by asking ourselves how can we construct 'Today,' 'Home' and 'Tonight' for advertisers of all budget ranges -- the giant and the small -- and those with seasonal needs."

(more)

2 - 'Summer Incentive Plan'

The "Summer Incentive Plan," Porteous continued, "is T-H-T's newest development along these lines."

The "Summer Incentive Plan" will permit advertisers to schedule on a no-charge basis an additional number of participations as indicated:

<u>Total Paid Participations</u> <u>(during 14-week period 5/30/55-9/2/55)</u>	<u>Free Participations Allowed</u>
7-11	1
12-15	2
16-19	3
20-22	4
23-25	5
26-28	6
29-32	7
33-35	9
36-38	10
39-42	11
43-45	13
46-48	14
49	15
50-51	16
52-54	18

For paid participation in excess of 52, advertisers will be allowed one free participation for every three paid participations.

Additional provisions of the "Summer Incentive Plan" are:

1. Free participations must be scheduled at available times during such 14-week period on "Today" and/or "Home" and/or "Tonight" as desired.

2. Partial network participations may not be combined with full network participations to arrive at the number of Total Paid Participations, but partial network participations may be totaled separately to determine the number of free participations which may be scheduled at available times on the same partial network.

(more)

Assignment along these lines.

The "Summer Incentive Plan" will provide additional awards on a discretionary basis an additional number of participants

indicated:

1. Total Participation
2. Total Award (\$10,000.00)

1-11	1-11
12-12	12-12
13-13	13-13
14-14	14-14
15-15	15-15
16-16	16-16
17-17	17-17
18-18	18-18
19-19	19-19
20-20	20-20
21-21	21-21
22-22	22-22
23-23	23-23
24-24	24-24
25-25	25-25
26-26	26-26
27-27	27-27
28-28	28-28
29-29	29-29
30-30	30-30
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92-92	92-92
93-93	93-93
94-94	94-94
95-95	95-95
96-96	96-96
97-97	97-97
98-98	98-98
99-99	99-99
100-100	100-100

For full participation in excess of 50, additional awards will be

awarded and two participants for every three full participants.

Additional provisions of the "Summer Incentive Plan" are:

1. Two participants must be selected as available

times during each 24-hour period on "Today" and/or "Home"

and/or "Tonight" as desired.

2. Partial network participation may not be counted

with full network participation as either of the number of

Total Full Participants, but partial network participation

may be totaled separately to determine the number of two

participants when may be calculated as available times for

the same partial network.

3. Stations listed in the Television Participating Program Rate Guide under "supplementary coverage" may not be included as part of a free participation unless such stations were used in each participation comprising the Total Paid Participations.

4. Paid participations during the 14-week period will continue to be subject to the normal T-H-T discounts. Free participations, however, may not be used to determine such discounts nor to change exclusivity status.

5. Participations presently scheduled for telecast prior to May 30, 1955, may not be rescheduled within the 14-week period.

The T-H-T programs are presented on NBC-TV Mondays through Fridays. "Today," starring Dave Garroway, is seen 7 to 9 a.m., EST; "Home," with Arlene Francis, 11 a.m. to 12 noon, EST; and "Tonight," starring Steve Allen, 11:30 p.m. to 1 a.m., EST.

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NBC-New York, 2/18/55



color television presents

A MAX LIEBMAN PRODUCTION

'CONNECTICUT YANKEE,' FAMOUS MARK TWAIN STORY AND RODGERS-HART MUSICAL,
WILL BE MAX LIEBMAN SPECTACULAR WITH EDDIE ALBERT, JANET BLAIR AND
GALE SHERWOOD ON NBC SATURDAY, MARCH 12 (9-10:30 P.M., EST)

With Eddie Albert starring in the role of the bewildered Yankee at King Arthur's Court, Max Liebman will present the Rodgers and Hart musical comedy THE CONNECTICUT YANKEE as the Saturday, March 12 NBC-TV Spectacular (9 to 10:30 p.m., EST). Co-starring with Albert will be Janet Blair and Gale Sherwood who will play the roles of Alisande and Morgan Le Fay.

The musical adaptation of Mark Twain's story, with a book by Herbert Fields, was first presented on Broadway in November, 1927 at the Vanderbilt Theatre with William Gaxton in the leading role, Constance Carpenter as Alisande and Nana Bryant as Morgan Le Fay. The show, which ran for 266 performances, brought to the American popular music field two of Richard Rodgers and Lorenz Hart's all-time favorites, "My Heart Stood Still" and "Thou Swell."

In 1931, with American humorist Will Rogers playing the role of Martin, the young Connecticut resident who is catapulted back to 538 A.D. by a bump on the head with a champagne bottle. Maureen O'Sullivan played Alisande and Myrna Loy was the menacing but beautiful Morgan Le Fay.

In 1943 Broadway was treated to a war-time revival of "The Connecticut Yankee" with all members of the modern-day prologue to the

(more)

2 - 'Connecticut Yankee'

show assuming military titles. Dick Foran was seen not as "Martin" but as "Lt. Martin Barrett, USN." Julie Warren played Alisande and Vivienne Segal was Morgan Le Fay. The 1943 version also featured dancer Vera Ellen in a new character -- Mistress Evelyn La Rondelle.

Bing Crosby was the next major star to enact the misadventures of the Connecticut gentleman when he starred in the 1949 motion picture version of "The Connecticut Yankee." Aided by William Bendix, Rhonda Fleming, Virginia Field, Sir Cedric Hardwicke and Henry Wilcoxon the film once more revived the songs "My Heart Stood Still" and "Thou Swell."

Eddie Albert, one of television's most versatile stars has wandered almost as far as "The Connecticut Yankee," himself. Not only did the amiable actor meander from Broadway to motion pictures to nightclubs and television, but outside his working hours he joined a circus for a while, owned a sailboat, disappeared in the most primitive parts of Mexico and served three years in the Pacific with the U.S. Navy. His Broadway successes include "Brother Rat" and "Room Service" in which he did straight acting roles and "The Boys From Syracuse" and "Miss Liberty" in both of which he sang and danced. He scored a personal triumph in the Academy Award winning "Roman Holiday" and has appeared in a variety of television programs, ranging from his own NBC-TV series "Nothing But the Best" to heavy dramatic roles such as George Orwell's "1984."

Miss Blair, a dazzling redhead, came to the major portion of her fame in motion pictures, later branching out into the nightclub field and musical comedy. She played the role of Nellie Forbush in the Chicago company of "South Pacific" and later starred in numerous TV programs both as an actress and a musical comedy performer. She

(more)

...assuming identity with the "Larkin"
as "J.C. Larkin" (Larkin, 1934). This version played Larkin and
Larkin (Larkin was known as Lark). The 1934 version also featured
Lark Vane Allen in a new character -- Lark Vane Allen is Lark Vane.
Lark Vane Allen was the next major star to enter the misadventure
of the Connecticut gentleman when he starred in the 1934 version
of "The Connecticut Yankee", filmed by William Cagney,
the Fleming, Virginia Field, the Cagney, Lark Vane Allen and Henry
Lark Vane Allen once more revived the songs "My Heart's Blood Still"
"Then Swell."

Larkin Albert, one of Larkin's most versatile stars was
known almost as far as "The Connecticut Yankee", Larkin. Not only
the Larkin actor himself from Broadway to motion pictures to
theatrical and television, but outside his working hours he joined a
club for a while, owned a saloon, disappeared in the most primitive
of Mexico and served three years in the penitentiary with the U.S.
Y. His Broadway successes include "Brother Rat" and "Good Evening"
which he did straight during those and "The Boys from Syracuse" and
as liberty" in both of which he sang and danced. He scored a
major triumph in the Academy award winning "Roman Holiday" and was
starred in a variety of television programs, ranging from the two
TV series "Nothing But the Best" to heavy dramatic roles such as
the O'Neill's "1934".

Miss Lark, a dazzling comedienne, was the major attraction
her time in motion pictures, later branching out into the nightclub
and musical comedy. She played the role of Lark Vane Allen in
the Chicago company of "Swing Music" and later starred in numerous
programs both as an actress and a musical comedy performer. She

3 - 'Connecticut Yankee'

was seen as the publicity-conscious movie actress on tour in Korea, in the Jan. 16 "Goodyear Television Playhouse" comedy, "Doing Her Bit."

Gale Sherwood was most recently seen on TV in the Max Liebman NBC-TV Spectacular, "Naughty Marietta," in the role of the governor's sweetheart, Yvonne. Her reception by television critics was extremely enthusiastic since, in addition to her remarkable silver-blond looks, she possesses a beautiful lyric soprano voice. The young California singer is a veteran of 2,500 U.S.O. Camp Show performances in which she starred as the heroine of dozens of light operas. Too young to be sent overseas, all her USO experience was State-side. More recently she has been seen as Nelson Eddy's nightclub partner and has starred in theater-in-the-round productions in various parts of the United States.

"The Connecticut Yankee" is the sixth "book show" in the Saturday night Spectacular series. Others in the Saturday roster of Liebman extravaganzas have included "Lady in the Dark," "Follies of Suzy," "Best Foot Forward," "Babes in Toyland" (which had a No. 1 Nielsen rating for the time period) and "Naughty Marietta."

"The Connecticut Yankee," like all NBC Spectaculars, will be presented in compatible color as well as black and white. Nine of the 12 Spectaculars rated thus far have been ranked by Nielsen in the top 10 shows on a rating basis, and 10 of the 12 have been in the top 15 evening programs on a rating basis.

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NBC-New York, 2/18/55

known as the publicity-conscious movie actress in Hollywood, is
also "Goodnight Television" (NBC-TV), "Telling Her Life."
Cate Sherwood was most recently seen on TV in the role of
the "WBC-TV Spectacular," "Maggie Marlowe," in the role of the
hon's assistant, Yvonne. Her reception by television critics
extremely enthusiastic since, in addition to her remarkable
st-bridge look, she possesses a beautiful lyric soprano voice.
Young California singer is a veteran of 2,500 U.S.O. shows
performed in which she started as the heroine of dozens of light
shows. Too young to be sent overseas, all her USO experience was
at home. More recently she has been seen as Nelson's "Big
partner and has starred in the most in-the-round productions in
our parts of the United States.

"The Connection Yankins" is the show "book show" in the
today night Spectacular series. Others in the Saturday roster of
man extravaganzas have included "Lily in the Park," "Follow Me
," "Post Post Forward," "Bones in Toyland" (which had a hot
and rating for the time period) and "Maggie Marlowe."
"The Connection Yankins," like all WBC Spectaculars, will
presented in complete color as well as black and white. This
is Spectacular rated that the have been rated by Nelson in
top 10 shows on a rating basis, and 10 of the 12 have been in the
top evening program on a rating basis.

February 18, 1955

INCREASED CIVIL DEFENSE ENROLLMENTS ACROSS NATION
ATTRIBUTED TO H-BOMB DRAMA ON NBC-TV'S "MEDIC"

- - -

Civil Defense Leaders and TV Critics Hail Effect
Of Feb. 14 Drama, "Flash of Darkness"

Civil Defense leaders across the nation report a steady spurt on increased enlistments for volunteer service as a gratifying aftermath of NBC-TV's presentation of "Flash of Darkness" on its award-winning MEDIC series Monday, Feb. 14.

"Flash of Darkness," written and directed by John Meredyth Lucas, concerned the hypothetical H-bombing of a major American city and the efforts of a local Civil Defense medical unit to cope with the treatment and evacuation of the casualties, despite the scarcity of sufficient help and medical supplies. The following day, Tuesday, Feb. 15, the Atomic Energy Commission released its startling report on the effects of a "fall out" from a hydrogen bomb.

The Battle Creek, Mich., headquarters of Val Peterson, Federal Civil Defense Administrator, reports that calls and messages from defense units all over the country poured in to praise the television program.

(more)

1950-1951

(continued)

Typical of the laudatory messages received was this one from Col. A.M. Sheets, USA (Ret.), Director of Civil Defense for the State of Oregon, who said: "The 'Medic' program of Feb. 14, 'Flash of Darkness,' did more in half an hour to make people Civil Defense conscious than our agency could accomplish in a year. It was an outstanding dramatization of the problem."

H.P. Godwin, Acting Director of the Office of Civil Defense in the District of Columbia, wrote: "The day after its showing we had more applications for volunteer service than have resulted from any other similar stimulant."

In California, Alexander C. Boase, Public Information Officer in the State Office of Civil Defense, reports that he has had an unusual increase in calls from people throughout the State volunteering their services and adds, "This particular 'Medic' film should be shown to every possible audience."

In this respect, "Medic" Producer Frank LaTourette states that "requests from civic and Civil Defense leaders for prints of 'Flash of Darkness' have poured into our production offices."

Television critics were virtually unanimous in praising the program. Here is a sample of their comment:

Jack Gould, of the New York Times, called it "timely," "genuinely educational" and "singularly constructive." He wrote: "The purpose...was to understand how frighteningly inadequate civilian defense is at the moment. In this the program succeeded... Tautly directed in the usual 'Medic' manner, the program made its major educational points most tellingly and simply. It did not try to be a play; it was a documentary of what could be -- a world plunged into the unknown. The program's title, 'Flash of Darkness,' was an inspired one."

(more)

Leo Mishkin, of the Philadelphia Inquirer, wrote: "The nightmare of atomic attack is still before us, and any steps taken toward arousing the country...to a realization of what such an attack would mean, may justly be deemed an important and significant contribution to the national welfare."

Harriet Van Horne, of the New York World-Telegram and Sun, wrote: "Probably no other program is better equipped to administer jolts than NBC's 'Medic'...This week 'Medic' undertook to knock some sense into our heads about the hydrogen bomb...It seems to me that more people will join CD if our propagandists take the stress off total destruction and underscore -- as 'Medic' did -- the fact that some of us may survive."

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NBC-New York, 2/18/55

OFFICIAL AT CHINESE EMBASSY IN WASHINGTON COMMENDS
FORMOSA FEATURE ON NBC 'BACKGROUND' TELECAST

NBC News' special BACKGROUND program dealing with the Formosa situation Sunday, Feb. 6 was described as "extremely informative and interesting" by the Minister Counselor at the Chinese Embassy in Washington.

The minister, Chih-Mai Chen, wrote to Director of News William R. McAndrew in the NBC News headquarters in New York City this week to praise the show.

He said: "I tuned in the program, 'Background,' last Sunday, Feb. 6, and found it extremely informative and interesting.

"I have reported the event to the authorities in Tai Pei. I am sure they will be delighted to hear about it."

The special program, created while the tension in connection with the Formosa situation was at its height, featured films taken in Formosa and interviews in Washington with key government figures. Joseph C. Harsch narrated the program.

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STEVE ALLEN TO SPEAK AT BROTHERHOOD LUNCHEON

Steve Allen, star of NBC-TV's TONIGHT program, will be featured speaker at the annual Brotherhood Luncheon, of the National Conference of Christians and Jews Thursday, Feb. 24 at 12:30 p.m.

The luncheon, marking National Brotherhood Week (Feb. 20-27), will be held at the Hotel Sheraton-Astor, New York.

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FORWARD PARTIAL OF THE 'BANGKOK' TREATY

THE news: special BANGKOK program dealing with the
the situation today, 1951. It was described as "extremely informative
and interesting" by the Ministry of Information at the Chinese Embassy
in Washington.

The Minister, CHIN-KUO CHAN, who is Director of News
from R. McArthur to the WHO News Headquarters in New York City this
to discuss the story.

He said: "I know in the program, 'BANGKOK' last Sunday,
and found it extremely informative and interesting.
"I have reported the event to the authorities in the U.S.
sure they will be delighted to hear about it."

The special program, covered while the location in connection
the program attention was at its height, covered this action in
and interviews in Washington with key Government figures.
of G. March covered the program.

STAYS ALIVE TO LUNCH AT BROOKLYN LUNCH

STAYS ALIVE: story of WHO-TV's COMING, which will be
and speaker at the special Brooklyn Lunch. of the National
of Christians and Jews (N.C.J.) at 12:30 P.M.
The program, entitled National Brotherhood Week (Feb. 20-27),
to hold at the Hotel Sheraton-Luton, New York.

| AN NBC OPERA THEATRE PROGRAM |

TWO CASTS OF ACTORS AND SINGERS ARE SELECTED FOR
'THE WOULD-BE GENTLEMAN' AND 'ARIADNE ON NAXOS'

Two casts including actors and singers have been chosen for the NBC Opera Theatre's presentation of "The Would-Be Gentleman" by Moliere with incidental music by Richard Strauss, and containing 33 minutes of Strauss' opera "Ariadne on Naxos," Sunday, Feb. 27 (NBC-TV, 2:30-4:00 p.m., EST). Following are the casts and credits:

THE WOULD-BE GENTLEMAN

Jourdain.....	Wally Cox
Music Pupil.....	Don Payne
Dancing Master.....	George Gaynes
Music Master.....	Jacques Aubuchon
Fencing Master.....	Roy Dean
Philosopher.....	Frederic Tozere
1st Lackey.....	Tony Dawson
2nd Lackey.....	Robert M. Culp
Tailor.....	Arny Freeman
Tailor Boys.....	Glen Tetley, Paul Pena, Gardiner Meade
Nicole.....	Anita Dorian
Mrs. Jourdain.....	Charlotte Rae
Dorante.....	Ross Martin
Dancer.....	Mary Hinkson
Dorimene.....	Nancy Wickwire
CONDUCTOR.....	Peter Herman Adler

(more)

AN NBC OPERA THEATRE PROGRAM

TWO CASTS OF ACTORS AND SINGERS ARE SELECTED FOR
 'THE WOULD-BE GENTLEMAN' AND 'ARADINE ON HAYES'

Two casts including actors and singers have been chosen for
 NBC Opera Theatre's presentation of "The Would-Be Gentleman" by
 one with incidental music by Richard Strauss, and containing 33
 ten of Strauss' opera "Aradine on Hayes," Sunday, Feb. 24 (NBC-TV,
 8:00 p.m., EST). Following are the casts and credits.

THE WOULD-BE GENTLEMAN

Journalist.....Wally Cox
 Maria Tull.....Don Payne
 Dancing Master.....George Gaynes
 Maria Master.....Jacques Auberson
 Dancing Master.....Roy Bean
 Philosopher.....Frederic Toxare
 Joe Lashby.....Tony Dawson
 Joe Lashby.....Robert M. Ellis
 Tailor.....Amy Freeman
 Tailor Boy.....Glen Taylor, Paul Jones
 Gardiner Webb
 Nicole.....Anita Doran
 Mrs. Jourdain.....Charlotte Rae
 Dorinda.....Loree Martin
 Dancer.....Mary Hinkson
 Dormant.....Nancy Williams
 Conductor.....Peter Herman Eisler

(over)

ARIADNE ON NAXOS

Naiad.....Joan Carroll
Dryad.....Carole O'Hara
Ariadne.....Wilma Spence
Echo.....Joan Moynagh
Harlequin.....Robert Goss
Zerbinetta.....Virginia MacWatters
Truffaldino.....Lee Cass
Scaramuccio.....Robert Holland
Brighella.....Loren Driscoll
Bacchus.....Robert Marshall
CONDUCTOR.....Peter Herman Adler

CREDITS FOR BOTH

PRODUCER.....Samuel Chotzinoff
MUSIC AND ARTISTIC DIRECTOR.....Peter Herman Adler
Director.....John Schwartz
Settings and Costumes by.....Rouben Ter-Arutunian
Choreography.....John Butler
Associate Producer.....Charles Polacheck
Assistant Conductor.....Felix Popper
Associate Director.....Gertrude Rosenstein
Audio Director.....George Voutsas
Libretto of opera.....Hugo Von Hofmannsthal
English Adaptation of opera.....George and Phyllis Mead
Mimed sequences by.....Paul J. Curtis

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NBC-New York, 2/18/55



TRADE NEWS

A SERVICE OF



February 21, 1955

NBC'S NEW SALES AND PROGRAMMING CONCEPTS RESTORE RADIO RATING LEADERSHIP TO NETWORK AND CREATE NEW AUDIENCES, SAYS

ROBERT W. SARNOFF IN TALK TO AFFILIATES

New sales and programming concepts have restored rating domination to the NBC Radio Network, created new audiences, resulted in several quick, major sales and given critics a new outlook on the value of radio, Robert W. Sarnoff, NBC Executive Vice President, stated Feb. 17.

Reviewing the results to date of NBC's spade work in revitalizing radio for NBC affiliates via a closed circuit, Mr. Sarnoff pointed to the complete sell-out of the Mary Margaret McBride show and announced the recent sell-out of the Dr. Norman Vincent Peale program strips. He reported further that NBC now led in the Nielsen ratings for once-a-week multi-weekly and daytime programs.

NBC's radio operation, he said, is geared to the belief that new advertisers can be brought into the medium and old ones returned by new services which will hold and build audiences. "We have been doing a lot of spade work in recent months, and as a result I think that in the near future you will receive some really constructive proposals for strengthening our network radio service," Mr. Sarnoff told the affiliates.

"This spade work, in fact, has already produced encouraging results in programming and sales. We've refreshed the schedule with
(more)

new personalities like Norman Vincent Peale and Mary Margaret McBride. The Mary Margaret strip is sold out, six days a week -- and we have just sold out the Norman Vincent Peale strip -- only a month after the program went on the air.

"We've come up with other fresh scheduling ideas, too -- such as special salutes to Churchill, Hemingway and other great personalities, and our stimulating and much-discussed program, 'Conversation.' Their overall effect, we think, is to bring new audiences back to radio and to make the critics and columnists reorient their thinking on the value of radio.

"Certainly, all this activity is paying off in terms of ratings. During the past year, we have completely reversed competitive rating positions. The last Nielsen report shows NBC with 4 out of the top 5; 5 out of the top 10; and 9 out of the top 15 once-a-week programs.

"'News of the World' on NBC is the number one multi-weekly program, and 'Stella Dallas' and 'Young Widder Brown' are first and second of all daytime programs.

"Our radio operation today is geared to one fundamental belief: that we can bring new money into radio and make old money return by providing new services which will hold and build our audiences. For that reason, we've been exploring every conceivable new approach to a strengthened network service. You might lump our activities under the heading of 'Operation Redesign.' It's been under way for some time now and we intend to continue it. We're convinced that it will be successful."

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TRADE NEWS

A SERVICE OF



February 21, 1955

GEORGE GOBEL (HOMETOWN BOY WHO MADE GOOD) WINS 4 OUT OF 9
TOP HONORS IN TELEVISION POLL OF THE CHICAGO AMERICAN

- - -

His Titles Include 'Favorite Star' and 'Best Comedian'

NBC-TV comedian George Gobel -- a Chicago lad who made good -- won top honors in four out of nine categories of a viewers' poll conducted by the Chicago American.

Gobel and his show won first place as "Favorite Star of the Year," "Best Comedian of the Year," "Outstanding Personality of the Year" (shared with Bishop Fulton J. Sheen), and "Best New Program of 1954" (shared with "Disneyland").

"The George Gobel Show" also placed among the first five in two other categories: the "Best Individual Program" and the "Most Consistently Enjoyable Series."

Janet Kern, television editor of the Chicago American, made these comments on the results of the poll:

"Of one fact, your votes in our 'Viewers' Choices of 1954' left no doubt...so far as TV is concerned, George Gobel is your man of the year!

(more)

2 - Chicago American Poll

"Gobel and his show walked off with top honors in four categories and appeared among the top five shows in two other classifications! Of course, this Gobel sweep-up of votes was no particular surprise.

"The popularity of this new NBC-TV comic has been breathtaking and his rise to top TV status has come about with phenomenal speed.

"He has been dubbed 'favorite' by critics, rating experts, colleagues and competitors. That he should prove, too, to be the top favorite of the viewers -- especially the viewers in his hometown -- was to be expected."

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NBC-New York, 2/21/55

"Coke and his associates are in the
position of being able to do what they
like. Of course, this does not mean
that they are not subject to the law.

"The possibility of this is not
the only one. There are many other
ways in which they can be controlled.

"We have been talking about the
ways and means of controlling them.
We have also been talking about the
ways and means of controlling them.
We have also been talking about the
ways and means of controlling them.

W.C. Coker, Jr.



SPOT SALES

News

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NBC SPOT SALES CREATES TWO TOP EXECUTIVE POSTS;
PROMOTES JOHN H. REBER AND H.W. SHEPARD

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Announcement of the creation of two top executive posts at NBC Spot Sales was made today by Thomas B. McFadden, Vice President of NBC Spot Sales.

Effective immediately the sales organization will have on its staff a Director of Television Sales and a Director of Radio Sales. John H. Reber, formerly National Television Sales Manager has been promoted to Director of NBC-TV Spot Sales, and H.W. (Hank) Shepard formerly Manager of New Business and Promotion, has been elevated to Director of NBC Radio Spot Sales.

George Dietrich continues as National Radio Manager, NBC Spot Sales, and Edwin T. Jameson, previously Eastern Radio Sales Manager, becomes Eastern Television Sales Manager.

Mort Gaffin, formerly Manager of Advertising and Promotion, replaces H.W. Shepard as Manager of New Business and Promotion.

Mr. McFadden, in announcing the executive changes, said:

"The creation of the two new executive positions is a reflection of NBC Spot Sales' continuing effort to improve and strengthen the sales organization and indicates the growth of the importance of spot sales in the advertiser's radio and television budgets."

(more)

Mr. Reber has been with NBC Spot Sales since 1952. He previously was with WRCA-TV as program manager and sales manager, consecutively. He joined NBC in 1946 after service with the U.S. Army in World War II.

Mr. Shephard joined the NBC Radio Network Sales Promotion Division in 1950. As supervisor of that division he transferred to NBC Spot Sales in 1952 as Manager of New Business and Promotion. He reorganized NBC Spot Sales promotion operation. Mr. Shephard was responsible for the creation of two of NBC Spot Sales' most successful advertising and sales campaigns: "Some Spots Are Better Than Others," and the current "Sold On Spot" advertising effort. He was also a leader in the development of NBC Spot Sales "Electronic Spot Buying" concept.

Mr. Dietrich joined NBC Spot Sales as a radio account executive in 1950. In February, 1953, he was appointed Eastern Radio Manager and in January, 1954, was promoted to his present executive post.

Mr. Jameson came to NBC Spot Sales in August, 1953, as a radio account executive. In January, 1954 he was promoted to the position of Eastern Radio Manager. Previously, Mr. Jameson was with Free and Peters, and with Crosley Broadcasting. His earlier sales experience was with Station WNEW and with CBS.

Mr. Gaffin was appointed Manager of Promotion of Advertising in November, 1952. He was with McGann-Erickson as a promotion writer and executive on the CBS account before joining NBC Spot Sales. Previously, he was a copywriter for Kenyon & Eckhardt. During World War II he served in the Army, and before the war was a writer for Federal Advertising Agency.

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NBC-New York, 2/21/55

ously was with NBC-TV as program manager and sales manager, respectively. He joined NBC in 1946 after service with the U.S.

in World War II.

Mr. Shepard joined the NBC Radio Network Sales Promotion in 1950. As supervisor of that division he continued to spot sales in 1952 as Manager of New Business and Promotion. He organized NBC spot sales promotion operation. Mr. Shepard was responsible for the creation of two of NBC Spot Sales' most successful advertising and sales campaigns: "Some Spots Are Better Than Others," the current "Sold On Spot" advertising effort. He was also a major in the development of NBC Spot Sales "Electronic Spot Buying" system.

Mr. Distenfeld joined NBC Spot Sales as a radio account executive in 1950. In February, 1953, he was appointed Eastern Radio Sales and in January, 1954, was promoted to his present executive position.

Mr. Jackson came to NBC Spot Sales in August, 1953, as a account executive. In January, 1954 he was promoted to the position of Eastern Radio Manager. Previously, Mr. Jackson was with and Peter, and with Gandy Broadcasting. His earlier sales experience was with Station WXYZ and with CBS.

Mr. Gaffin was appointed Manager of Promotion of Advertising in November, 1955. He was with McGraw-Hill as a promotion writer and executive on the GIN account before joining NBC Spot Sales. Previously, he was a copywriter for Kenner & DeWitt. During World War II he served in the army, and before the war was a writer for the Advertising Agency.

NBC O & O STATIONS DIVISION

News

"HAM 'N EGGS-SOUP 'N CRACKERS" RELATED-ITEM ADVERTISING "RISE" PLAN
PIONEERED IN RADIO BY NBC OWNED STATIONS

Two advertisers with a different product, which are related in the buying habits of the consumer, may now unite their products in a single sales message under the "RISE" plan (Related Item Sales Event) being pioneered in radio by the NBC Owned Stations Division.

"RISE" recognizes current marketing practices of selling the consumer a package of products or services which are definitely or traditionally related in buying needs or habits, a sales technique which has long been accepted and proven successful in other advertising media.

Under "RISE" two eligible advertisers (i.e. soup and crackers, ham and eggs, pancake mix and syrup, lipstick and nail-polish, an airline and car rental service, etc.) may now share equally in the same commercial message and each pay no more than the single advertiser using the same amount of time.

In New York, for instance, on WRCA Radio, two advertisers may contract for as little as \$1800 worth of time. Each pays \$900, or half the cost, at the standard card rate. Similar attractive rates apply for the four other NBC Owned radio stations which are: WRC, Washington; WTAM, Cleveland; WMAQ, Chicago; and KNBC, San Francisco.
(more)

Max E. Buck, Director of Merchandising for the NBC Owned Stations Division, explaining the value of "RISE," said: "Research has indicated that increased appeal of related-item advertising will increase the sales of both products involved beyond their sales potential when offered individually."

"A package of pie crust promoted by itself, and a can of cherries promoted by itself, will not equal the sales that both products will enjoy if they are advertised and promoted as the completed dish: a cherry pie. And the same applies to merchandise other than food products and to services, too."

Advertisers who take advantage of "RISE" can continue to benefit from the plan through to the retail level by becoming eligible for the Chain Lightning merchandising service which NBC Owned Stations offer. Chain Lightning clients will receive related-item displays in supermarket chains which cooperate with NBC-Owned Stations.

Other merchandising advantages to advertisers who combine "RISE" with a point-of-sale related item display include:

Sharing in the cost of expensive point-of-sale material, and the automatic doubling of the size of their sales forces since representatives of both companies sell both products to the retailer or sales agent.

-----O-----

NBC-New York, 2/21/55

one Division, explaining the value of "HIT" said: "HIT" is a
product that imposed appeal of related-items containing will
and the value of both products involved beyond their value
that when entered individually."

"A feature of the value promoted by HIT, and a lot of
the product by itself, will not equal the value that both pro-
ducts will enjoy if they are marketed and promoted as the completed
a theory etc. And the same applies to marketing other than
products and to services, too."

Advertisers who take advantage of "HIT" can continue to
it from the plan through to the retail level by receiving advice
the Chain Marketing Commission which has given decisions
Chain Marketing Commission will receive related-items advice in
market chain which compares with HIT-Chain Commission.

Other necessarily involved in advertising who receive
"With a point-of-sale related item display to help:
Sharing in the cost of expensive point-of-sale material.
The automatic doubling of the value of their sales force since
representatives of both companies sell both products to the retailer.
The agent.

NBC COLOR TELECAST SCHEDULE

Feb. 27 - Mar. 5 (NBC-TV Network including WRCA-TV)

Sunday, Feb. 27

7:30-9:00 p.m., EST -- Max Liebman Presents
an all-star revue, "Big Time" -- the
seventh in the series of Sunday Night
Spectaculars, starring Milton Berle, Martha
Raye, Bambi Linn and Rod Alexander, Fred
Clark, and special guest, Ray Bolger.

Wednesday, March 2

7:00-7:30 p.m., EST -- "Norby" with David
Wayne and Joan Lorrington. Weekly situation
comedy series, concerning a small-town banker,
his family, friends and home.

-----O-----

NBC-New York, 2/21/55



TRADE NEWS

A SERVICE OF



NBC-TV'S "HOME" SERIES TO MARK FIRST ANNIVERSARY MARCH 1 WITH
OVER \$5,000,000 OF GROSS BILLINGS ALREADY SIGNED FOR 1955

- - -

Combined With 1954 Total, First Year's Achieved Billings Total
Over \$8,000,000; Big Merchandising Strides Marked by Series

HOME, NBC-TV's participating program which concerns itself with major topics of interest to women, will mark its first anniversary on March 1, 1955, with over \$5,000,000 gross billings already established on the books for 1955.

The \$5,000,000 figure represents a 64 per cent increase in gross billings over "Home's" entire 1954 sales, \$3,050,000. These two figures represent a combined billings total of over \$8,000,000 achieved during the show's first year.

"Home," conceived and developed by Sylvester L. Weaver Jr., President of the National Broadcasting Company, went on the air with the largest advance sponsor list of any participation program in the history of the industry. Ten sponsors had signed for a total of 228 participations -- a total of \$1,500,000 in advance gross billings. During the program's first year, the number of sponsors grew from 10 to 34.

These advertisers represent a wide range of budgets and products, such as the H.J. Heinz Co., Beatrice Foods, Culligan Water Service, the American Greetings Co., Dow Chemical Co., Hoover Vacuum

(more)

2 - "Home" Billings

Cleaners, Daystrom Furniture, Magla Products (ironing board covers), Oneida Ltd., Sandura Co. (floor coverings), Alcoa, Sunbeam, Dupont, and the Pepperell Manufacturing Co.

Under the flexibility of the NBC Magazine Concept, which "Home" incorporates, an advertiser may schedule his participations to suit his needs -- once a week, once a day, or just once a year, during any given period.

"Home's" acceptance by advertisers and agencies was pointed up by Roy Porteous, sales manager of Participating Programs, who said: "During its first Christmas season on the air, the show hit a level of 78 per cent sponsored and is now running ahead of its sales quota for 1955 -- even in advance of the announcement of the new T-H-T Summer Incentive Plan for 1955, which offers 'Home' clients a special Summer discount of 14 per cent to 34 per cent during the 14 weeks from May 30 to Sept. 2, 1955."

The "Home" program has inaugurated new merchandising and promotional tie-ins. "Home" has established unique cooperation between a network TV show and key department stores throughout the country. The show features a "Department Store of the Week" for a full week. Several times a week, using either film or live copy, the show tells the network audience about the store's departments and merchandise and the store's role in the community life. In return, the store features during the week in-store and window displays of the products on "Home." The store also schedules newspaper ads, usually full-page, promoting the "Home" program and its sponsors' products.

These department store tie-ins reach their maximum effectiveness when "Home" travels to a particular market. For example,

(more)

attendants when "Home" travels to a particular corner. For example,

These department stores also have their own

"Home" program and all agencies, products

store also includes newspaper ads, usually full-page, promoting

ing the week-in-store and window displays at the "Home" on "Home."

store's role in the community life. In return, the store features

network audience about the store's departmental and merchandise and

not then a week, using either film or live show, the show begins

time features a "Department Store of the Week" for a full week.

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Apr. 24, 1955.

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-- even in advance of the announcement of the May 1-15-1955

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Roy Peterson, sales manager of participating programs, who said:

"Home's" acceptance by advertisers and agencies was pointed

given period.

His needs -- once a week, once a day, or just once a year, during

"incorporated, an advertiser may schedule his participation in

where the flexibility of the NBC Magazine concept, which

the National Manufacturing Co.

is Ltd., S. S. S. Co. (Flood Advertising), Alcoa, General Electric,

ters, Raytheon Foundation, World Products (Lithium, Borden, etc.),

the National Manufacturing Co.

3 - "Home" Billings

when the show originated from the Jordan Marsh Co. in Boston (July 19), Pepperell Sheets, one of the original advertisers on "Home," was provided by the Marsh store with a special display. According to the Pepperell Company's house publication, the results of the live demonstration proved to them that Pepperell Sheets can be sold in large volumes "when given that 'extra' bit of promotion that a 'live' demonstration provides. Stores everywhere in the vast areas covered by 'Home' can cash in on the free publicity afforded by this spectacular show by tying in with it."

Mort Werner, recently named director of Participating Programs for NBC, plans to travel "Home" actively in 1955. The traveling of the show also has a definite effect on the audience rating. As a result of a recent trip to San Francisco, the local ARB rating jumped from 1 to 10.

Another major project for 1955 is "The House That 'Home' Built" feature, a special series of presentations in a continuing series of "Home" editorial spots discussing the houses Americans live in. Throughout the Spring there will be concentrated emphasis in "Home" programming on home-building, remodeling, modernization, landscaping and increasing livability inside and out. The "House That 'Home' Built," an architect-designed house to be built by merchant builders in 50 or more cities throughout the U.S.A. this Spring, will be completed and opened to the public June 4, 1955. Regarding this feature, Richard Linkroum, "Home" producer, has formed a special committee to outline housing features on "Home" so that clients will be able to capitalize on the interest created by their participation in "The House That 'Home' Built."

(more)

This special committee will consist of Len Haeger, director of the Research Institute of the National Association of Home Builders; Jim Lange, editor of "Practical Builder" magazine; Mrs. Claire Barrows, off-camera "Home" decorating editor; Miss Kay Elliot, senior service editor of "Home"; and C.W. Smith, "Home's" housing editor and director of research for the Southwest Research Institute.

More and more of this advance year-round planning is being effected by "Home" in order that advertisers may know just how and when to utilize "Home" to their best advantage. Producer Linkroum said: "The vitality of the idea is equal to the vitality of the people who work on 'Home,' and through their industry, 'Home' production members have every intention of surpassing during 'Home's' second year the novel production facets we introduced during the program's first year."

Part of "Home's" attractiveness for sponsors is the extras the program provides clients. For instance, Avco, a charter client, has a permanent kitchen set on "Home."

On the occasion of "Home's" March 1 anniversary, Mort Werner, NBC Director of Participating Programs, said: "Now that 'Home' has surpassed our expectations, 'Tonight' is showing a steady increase in audience, and 'Today' is maintaining its morning supremacy, the Participating Programs Department is objectively looking forward to a continuing and increasing activity."

-----O-----

NBC-New York, 2/23/55

Research Institute of the National Association of Public Health
and, editor of "Practical Medicine" magazine, was, United States,
and "Home" department editor; Miss Mary E. Allen, former secretary
of "Home"; and G. W. Allen, "Home's" former editor and circulation
manager for the National Association.

Not and more of this various year-round planning is being
done by "Home" in order that cooperation may grow and that the
"Home" to which each contributor is invited. The National Association
of the home is equal to the ability of the people who work
and through their industry. Home's production methods have
attention of surprising results. Home's second year, the home
department is interested during the present's first year.
Part of Home's administration for operation in the future
will provide clients. For instance, when a client calls,
permanent license set up "Home."

On the occasion of "Home's" first anniversary, Miss Mary E.
Allen of participating programs, said: "Now that Home's has
reached its first anniversary, it is showing a steady increase in
its work, and today it is maintaining its growing enterprise, the
National Home Department is objectively looking forward to a
bright and increasing future."

—Continued—



TRADE NEWS

A SERVICE OF



February 23, 1955

* STEVE ALLEN AND 'TONIGHT' CAST SHUFFLE OFF TO BALTO;
FEB. 28 PROGRAM TO MARK 128TH ANNIVERSARY OF B & O *

Steve Allen's TONIGHT program is off again -- this time to Baltimore, Md., for the Monday night, Feb. 28 telecast of NBC-TV's Monday-through-Friday (11:30 p.m.-1 a.m., EST) late night variety show. "Tonight's" host in the Maryland city will be the Baltimore & Ohio Railroad and the occasion will be the 128th anniversary of the line.

Steve and the whole "Tonight" gang will arrive in Baltimore on their own special "Show train" on Monday. They will produce a program from America's first (and oldest in the world) railroad station, which stands at the entrance to the B & O's Transportation Museum.

For the first time on television, viewers will be shown all 19 historic locomotives in the B & O collection. These include the famous Tom Thumb, granddaddy of all trains. The re-enactment of Lincoln's funeral procession, railborne through Baltimore, will be another feature of the unique program.

In keeping with "Tonight's" song-and-dance policy will be a presentation by the B & O Glee Club, popularly known as the "Gandy Dancers," the nickname for track workers up and down the line, all over America.

(more)

WBAL-TV, the NBC affiliate station in Baltimore, predicts a packed house for the event, with ticket-holders numbering 1,500. The program will mark the third out-of-town origination (following visits to Dayton, Ohio, and Miami Beach, Fla.) of Steve Allen's "Tonight" show. When at home, the program originates from New York's Hudson Theatre, near Times Square.

Featuring, in addition to Allen, regulars Gene Rayburn, Skitch Henderson and his band, and vocalists Eydie Gorme and Steve Lawrence, the program is produced by William O. Harbach and directed by Dwight Hemion.

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NBC-New York, 2/23/55

Ed. 1202 1001 101-011

February 23, 1955

DEFENSE ADMINISTRATOR VAL PETERSON CONGRATULATES NBC
FOR 'OUTSTANDING PUBLIC SERVICE' IN TELECAST
OF H-BOMB DRAMA ON 'MEDIC' PROGRAM

Federal Civil Defense Administrator Val Peterson has praised NBC-TV's MEDIC series for an "outstanding public service" in presenting on Feb. 14 "Flash of Darkness," a powerful dramatization of a hypothetical H-bombing of a major American city.

Written and directed by John Meredyth Lucas, "Flash of Darkness" concerned the efforts of a local Civil Defense medical unit to cope with the casualties following the blast. Television reviewers applauded the presentation and Civil Defense leaders credited it with stimulating enlistments for volunteer service.

Peterson, former Governor of Nebraska, sent the National Broadcasting Company this message from his Battle Creek, Mich., headquarters:

"All reports here on 'Medic' presentation of 'Flash of Darkness' from Civil Defense directors throughout the country confirm my personal impression of an outstanding production. The threat we must learn to live with in this atomic era of uneasy peace was outlined with dramatic restraint but nevertheless with forceful impact.

(more)

1921. 10. 10. 1921. 10. 10.

1870 1871 1872 1873 1874 1875 1876 1877 1878 1879 1880 1881 1882 1883 1884 1885 1886 1887 1888 1889 1890 1891 1892 1893 1894 1895 1896 1897 1898 1899 1900 1901 1902 1903 1904 1905 1906 1907 1908 1909 1910 1911 1912 1913 1914 1915 1916 1917 1918 1919 1920 1921 1922 1923 1924 1925 1926 1927 1928 1929 1930 1931 1932 1933 1934 1935 1936 1937 1938 1939 1940 1941 1942 1943 1944 1945 1946 1947 1948 1949 1950 1951 1952 1953 1954 1955 1956 1957 1958 1959 1960 1961 1962 1963 1964 1965 1966 1967 1968 1969 1970 1971 1972 1973 1974 1975 1976 1977 1978 1979 1980 1981 1982 1983 1984 1985 1986 1987 1988 1989 1990 1991 1992 1993 1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025 2026 2027 2028 2029 2030 2031 2032 2033 2034 2035 2036 2037 2038 2039 2040 2041 2042 2043 2044 2045 2046 2047 2048 2049 2050 2051 2052 2053 2054 2055 2056 2057 2058 2059 2060 2061 2062 2063 2064 2065 2066 2067 2068 2069 2070 2071 2072 2073 2074 2075 2076 2077 2078 2079 2080 2081 2082 2083 2084 2085 2086 2087 2088 2089 2090 2091 2092 2093 2094 2095 2096 2097 2098 2099 2100 2101 2102 2103 2104 2105 2106 2107 2108 2109 2110 2111 2112 2113 2114 2115 2116 2117 2118 2119 2120 2121 2122 2123 2124 2125 2126 2127 2128 2129 2130 2131 2132 2133 2134 2135 2136 2137 2138 2139 2140 2141 2142 2143 2144 2145 2146 2147 2148 2149 2150 2151 2152 2153 2154 2155 2156 2157 2158 2159 2160 2161 2162 2163 2164 2165 2166 2167 2168 2169 2170 2171 2172 2173 2174 2175 2176 2177 2178 2179 2180 2181 2182 2183 2184 2185 2186 2187 2188 2189 2190 2191 2192 2193 2194 2195 2196 2197 2198 2199 2200 2201 2202 2203 2204 2205 2206 2207 2208 2209 2210 2211 2212 2213 2214 2215 2216 2217 2218 2219 2220 2221 2222 2223 2224 2225 2226 2227 2228 2229 2230 2231 2232 2233 2234 2235 2236 2237 2238 2239 2240 2241 2242 2243 2244 2245 2246 2247 2248 2249 2250 2251 2252 2253 2254 2255 2256 2257 2258 2259 2260 2261 2262 2263 2264 2265 2266 2267 2268 2269 2270 2271 2272 2273 2274 2275 2276 2277 2278 2279 2280 2281 2282 2283 2284 2285 2286 2287 2288 2289 2290 2291 2292 2293 2294 2295 2296 2297 2298 2299 2300 2301 2302 2303 2304 2305 2306 2307 2308 2309 2310 2311 2312 2313 2314 2315 2316 2317 2318 2319 2320 2321 2322 2323 2324 2325 2326 2327 2328 2329 2330 2331 2332 2333 2334 2335 2336 2337 2338 2339 2340 2341 2342 2343 2344 2345 2346 2347 2348 2349 2350 2351 2352 2353 2354 2355 2356 2357 2358 2359 2360 2361 2362 2363 2364 2365 2366 2367 2368 2369 2370 2371 2372 2373 2374 2375 2376 2377 2378 2379 2380 2381 2382 2383 2384 2385 2386 2387 2388 2389 2390 2391 2392 2393 2394 2395 2396 2397 2398 2399 2400 2401 2402 2403 2404 2405 2406 2407 2408 2409 2410 2411 2412 2413 2414 2415 2416 2417 2418 2419 2420 2421 2422 2423 2424 2425 2426 2427 2428 2429 2430 2431 2432 2433 2434 2435 2436 2437 2438 2439 2440 2441 2442 2443 2444 2445 2446 2447 2448 2449 2450 2451 2452 2453 2454 2455 2456 2457 2458 2459 2460 2461 2462 2463 2464 2465 2466 2467 2468 2469 2470 2471 2472 2473 2474 2475 2476 2477 2478 2479 2480 2481 2482 2483 2484 2485 2486 2487 2488 2489 2490 2491 2492 2493 2494 2495 2496 2497 2498 2499 2500 2501 2502 2503 2504 2505 2506 2507 2508 2509 2510 2511 2512 2513 2514 2515 2516 2517 2518 2519 2520 2521 2522 2523 2524 2525 2526 2527 2528 2529 2530 2531 2532 2533 2534 2535 2536 2537 2538 2539 2540 2541 2542 2543 2544 2545 2546 2547 2548 2549 2550 2551 2552 2553 2554 2555 2556 2557 2558 2559 2560 2561 2562 2563 2564 2565 2566 2567 2568 2569 2570 2571 2572 2573 2574 2575 2576 2577 2578 2579 2580 2581 2582 2583 2584 2585 2586 2587 2588 2589 2590 2591 2592 2593 2594 2595 2596 2597 2598 2599 2600 2601 2602 2603 2604 2605 2606 2607 2608 2609 2610 2611 2612 2613 2614 2615 2616 2617 2618 2619 2620 2621 2622 2623 2624 2625 2626 2627 2628 2629 2630 2631 2632 2633 2634 2635 2636 2637 2638 2639 2640 2641 2642 2643 2644 2645 2646 2647 2648 2649 2650 2651 2652 2653 2654 2655 2656 2657 2658 2659 2660 2661 2662 2663 2664 2665 2666 2667 2668 2669 2670 2671 2672 2673 2674 2675 2676 2677 2678 2679 2680 2681 2682 2683 2684 2685 2686 2687 2688 2

(more)

Most important in my mind was the impression given that with sound Civil Defense planning and stockpiling, with citizen training and the unselfish giving of ourselves, this country could and would survive even the horror of the hydrogen attack we hope and pray will never come.

"My congratulations and thanks to all who contributed to an outstanding public service. (Signed) Val Peterson, Federal Civil Defense Administrator."

-----O-----

NBC-New York, 2/23/55

most important in my mind was the importance given that with

young Civil Defense planning the possibilities with citizens

training and the utilization of resources, this country

could and would recover even the losses of the hydrogen

attack we hope and pray will never come.

My congratulations and thanks to all who contributed

to an outstanding public service. (Signed) Vol. Roberts,

National Civil Defense Association.

Vol. Roberts, 1/1/44

'HOME' FEATURE ON AN AIR FREIGHTER PILOT 'AT WORK' CALLS
FOR INTRICATE ARRANGEMENT OF CAMERAS IN PLANE AND ON LAND

Two television cameras and practically the entire contents of a remote TV mobile unit will be installed in an American Airlines DC-4 air freighter for "live" aerial pick-ups during NBC-TV's HOME on Thursday, March 3 (11 a.m. to 12 noon, EST).

Believed to be the first time in commercial aviation that "live" TV cameras have been carried aloft, the segment will be part of "Home's" continuing series, "Husbands at Work." The pilot, Captain William Reetz of Westbury, Long Island, N.Y. will be interviewed in the plane, just prior to take-off by Arlene Francis and his wife Willa, who will both be in the program's permanent studio on West 67th Street in New York City.

One camera will be placed on the flight deck covering the crew and the other strapped to the side door which will remain open during the flight. The two cameras stationed in the plane and a third on the ground at La Guardia Field will record the plane's take-off as Capt. Reetz explains to the audience just what is taking place. Contact with the ground will be maintained via microwave and two-way radio. The plane will then proceed to the RCA Building in mid-Manhattan where its second point of contact will be established. A fourth camera placed on top of the building will again pick up pictures of the plane as it circles overhead and the two cameras inside continue to record the flight. Engineers and cameramen traveling on board the plane will all have to be strapped into position because of the open door through which the TV camera will pick up various landmarks.

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HOME, TALKING ON AN AIR TELEPHONE, "WE WERE CALLED
FOR IMMEDIATE ACTION" BY LAMAR IN THE END OF 1940

Two television cameras and microphones are being connected
to the TV studio and will be located in the room and
the flight for "live" aerial display during the TV show
Thursday, March 3 (11 A.M. to 12 noon, EST).

Expected to be the first time in commercial aviation that
TV cameras have been carried aloft, the segment will be part of
the "continuing series, 'The World at Work,' the first, 'The
Man Bet of Westbury, Long Island, N.Y. will be introduced in
place, just prior to take-off of the plane and will be
will both be in the program's permanent record on Westbury's
New York City.

One camera will be fixed on the right side housing the
and the other strapped to the left side of the plane and a third
on the right. The two cameras mounted in the plane and a third
on ground as the field will record the plane's take-off as
Beetle explains to the audience just what is taking place. Con-
with the ground will be maintained via microwave and two-way
a. The plane will then proceed to the end of the field in mid-
distant where the second point of contact will be established. A
the camera placed on top of the building will again pick up pictures
the plane as it circles overhead and the two cameras inside the
to record the flight. Engineers and cameramen traveling on
the plane will all have to be strapped into position because of
open door through which the TV camera will pick up various shots.

FIRST AUTOMATIC PISTOL IN NEW LINE OF SMITH AND WESSON
IS PRESENTED TO JACK WEBB OF NBC'S "DRAGNET" PROGRAMS

The first automatic pistol ever made by Smith and Wesson, representing an entirely new line of personal weapons by that company, has been presented to Jack Webb, star, producer and director of the DRAGNET series on NBC-TV and NBC Radio.

The gun, which will be used by Webb in his characterization as Sgt. Joe Friday of the Los Angeles Police Department, carries his name and his famous badge, number 714. All other automatics in the line will contain four-digit serial numbers.

The new weapon was presented to Webb at the "Dragnet" Hollywood studios by Kelly Lookabaugh, West Coast representative of Smith and Wesson.

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NBC-TRADE NEWS

RALPH EDWARDS HONORED AS 'OUTSTANDING CITIZEN OF COLORADO'

Ralph Edwards, creator and host for NBC-TV's THIS IS YOUR LIFE (Wednesdays, 10 p.m., EST) has been named the Outstanding Citizen of Colorado for the year of 1954 by the Sertoma Club, of Pueblo, Colo. He will be presented the award on the evening of Feb. 24 by Gov. Edwin C. Johnson, in Pueblo. Established four years ago, the award is given each year to citizens of Colorado who exemplify the American way of life. Edwards was born in Merino, Colo., and was selected because of his "untiring and unselfish efforts in behalf of all mankind."

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WEDNESDAY, FEBRUARY 14, 1968
10:00 PM - 11:00 PM

The first national television broadcast of the
entirety of the film of the same name by the company,
which was produced by Jack Hall, was broadcast on the
TV network on 10-10 and 10-11.
The film, which will be shown in the United States
on the 14th of the Los Angeles Public Relations Service
and its famous group, will be shown in the
will continue to be shown in the
The new version will be shown on the "Biggest" 10-11
and the 10-11 Kelly International, West Coast representative of the
version.

WEDNESDAY NEWS

The first national television broadcast of the
entirety of the film of the same name by the company,
which was produced by Jack Hall, was broadcast on the
TV network on 10-10 and 10-11.
The film, which will be shown in the United States
on the 14th of the Los Angeles Public Relations Service
and its famous group, will be shown in the
will continue to be shown in the
The new version will be shown on the "Biggest" 10-11
and the 10-11 Kelly International, West Coast representative of the
version.

* ----- *

THREE NBC RELIGIOUS PROGRAMS--TWO ON RADIO, ONE ON TV--
WIN AWARDS OF PROTESTANT COUNCIL

Three public service awards came to NBC from the Protestant Council of the City of New York today (Feb. 21).

The award-winners were the NBC Television religious program, FRONTIERS OF FAITH, and two NBC Radio programs, NATIONAL RADIO PULPIT and THE ART OF LIVING. These first annual awards of the Council were made "in gratitude for sensitivity to spiritual needs and for co-operation in meeting these needs through programs of religion." The Rev. Dr. Ralph W. Sockman presided at the Council's annual dinner meeting at Broadway Congregational Church, where the awards were presented.

"National Radio Pulpit," of which Dr. Sockman is officiating minister, and "The Art of Living," conducted by the Rev. Dr. Norman Vincent Peale, are broadcast weekly in cooperation with the National Council of Churches of Christ in the U.S.A.

"Frontiers of Faith" is telecast weekly in cooperation with the nation's three major faith groups, -- Protestant, Catholic and Jewish. Its Protestant telecasts are presented under auspices of the National Council of Churches. -----o-----

THREE NEW RELIGIOUS PROGRAMS--TWO ON RADIO, ONE ON TV--

WILL BE BROADCAST BY PROTESTANT CHURCHES

THREE PUBLIC RELIGIOUS BROADCASTS WERE TO BE MADE FROM THE

THE NATIONAL COUNCIL OF THE CHURCH OF THE UNITED STATES (N.C.U.S.)

THE BROADCASTS WERE THE NEW TELEVISION RELIGIOUS

PROGRAM, "RELIGIOUS ON RADIO," AND TWO NEW RADIO PROGRAMS,

NATIONAL RADIO RELIGIOUS AND THE NEW RADIO RELIGIOUS

THAT BROADCASTS OF THE COUNCIL WERE MADE "IN GREAT

DEGREE FOR SENSITIVITY TO SPIRITUAL NEEDS AND FOR THE

OPERATION IN MEETING THESE NEEDS THROUGH PROGRAMS OF

RELIGION." THE REV. DR. RICHARD W. DOUGLAS, PRESIDENT OF

THE COUNCIL'S ANNUAL MEETING AT BIRMINGHAM CON-

VENTIONAL GROUP, WHERE THE BROADCASTS WERE PRESENTED.

"NATIONAL RADIO RELIGIOUS," OF WHICH DR. DOUGLAS IS

ASSISTANT EDITOR, AND "THE ART OF LIVING," CONDUCTED

BY THE REV. DR. EDWARD MINNARD HOBBS, ARE BROADCAST WEEK-

LY IN COOPERATION WITH THE NATIONAL COUNCIL OF CHURCHES

AT CHICAGO IN THE U.S.A.

"(Promotes of Faith" is broadcast weekly in cooper-

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PROTESTANT, CATHOLIC AND JEWISH. THE PROTESTANT FIVE-

COUNTS ARE BROADCAST UNDER AUSPICES OF THE NATIONAL

COUNCIL OF CHURCHES.



COLOR TELEVISION NEWS

A SERVICE OF



WHO'S WHO IN THE CAST OF 'PETER PAN,' STARRING MARY MARTIN
IN TWO-HOUR NBC COLORCAST ON "PRODUCERS' SHOWCASE"
MONDAY, MARCH 7, 7:30-9:30 P.M., EST

MARY MARTIN (Peter Pan) -- realizes an ambition she has nurtured for a dozen years in playing the Boy Who Would Not Grow Up. Following very successful stage engagements in San Francisco, Los Angeles and New York, Miss Martin decided to present her musical "Peter Pan" on TV in the hope of bringing it to millions of more youngsters and adults in one night than could possibly see it in years of touring. Thus it is another wish come true for magical Mary Martin, whose dazzling career has hardly been lacking in the element of wish fulfillment. Mary is the gift to showbusiness of Weatherford, Texas (pop., 8093), where her father, Preston Martin, was a lawyer and chairman of the local school board. Trained as a dancer, Mary later managed prosperous dancing schools in her native heath before essaying a career in the toughest school of all -- Broadway. With just one song -- "My Heart Belongs to Daddy" -- which she sang in Cole Porter's "Leave It to Me," Mary Martin became a sensation overnight. She has been that and more, ever since. Hollywood immediately called her, for 11 films, during which period she also made 24 recordings and did two years of radio broadcasting with Bing Crosby. But it has been on the musical stage that Miss Martin has

(more)

2 - "Peter Pan" -- Who's Who

realized her happiest triumphs, as she proved when she returned to the theatre in "One Touch of Venus," a New York smash and a record-breaker on the road. Next, she received critics' bouquets as the wistful heroine of the Chinese fantasy, "Lute Song," still remembered as one of Broadway's most beautiful productions. Then she proved her unique versatility with a rollicking portrayal of that famous lady sharp-shooter from the West country, Annie Oakley, in "Annie Get Your Gun," in which she again broke box office records during a national tour, under the banner of Rodgers and Hammerstein. The latter worthies disproved Miss Martin's belief that she could not possibly have a bigger or better part than Annie by starring her as Nellie in their immensely successful "South Pacific." As the Navy nurse who "washed that man right outa my hair" eight performances weekly, Mary not only captivated New York during a fabulous New York run but also won international acclaim by affording London many enchanted evenings in this musical. Returning here, she co-starred with Charles Boyer in "Kind Sir," her first non-musical part, scoring another great personal success. Thereafter Miss Martin conquered television, via the "Ford 50th Anniversary Show," which also boasted Ethel Merman's ebullient presence; the TV toast to Rodgers and Hammerstein, and on Ed Murrow's "Person to Person." And now, her most heartfelt wish comes true: "Peter Pan" on television.

* * *

CYRIL RITCHARD (Mr. Darling and Captain Hook) -- "A superb performance in the grand manner," and "a work of art by an actor," are but two of the critical accolades that greeted Cyril Ritchard's brilliant dual role interpretation after the Broadway opening of

(more)

3 - "Peter Pan" -- Who's Who

"Peter Pan." No small wonder, for Mr. Ritchard is respected as a leading exponent of high comedy style on the British and American stages and in TV, both as actor and director. Born in Sydney, Australia, Ritchard bowed professionally in his native city at age 18, first as a chorus member, later as a juvenile, during a six-year association with J.C. Williamson, Ltd. He then voyaged to New York to appear in "Puzzles of 1925," which also featured Elsie Janis and Walter Pidgeon. London called next, and there he and his wife, Madge Elliott, established themselves in the musical comedy field as top dancing stars. During World War II, they took a complete production of "The Merry Widow" to the forces in Italy, Egypt, France, Belgium and Holland. Ritchard returned to New York in 1947 with Sir John Gielgud in Congreve's "Love for Love," as Mr. Tattle. Under Theatre Guild auspices, he acted in "Make Way for Lucia" and also in the Restoration comedy, "The Relapse," co-starring his wife, Miss Elliott. A few season ago he directed Edna Best and Basil Rathbone in S.M. Behrman's "Jane." For the Guild again, he both acted in and directed Shaw's "The Millionairess," which starred Katharine Hepburn. His directorial acumen was also evident in Shaw's "Misalliance" during its last Broadway reincarnation, as well as in John Murray Anderson's "Almanac." Last season, too, he re-staged "The Barber of Seville" for the Metropolitan Opera, at Rudolph Bing's invitation. On TV, Ritchard appeared on "Omnibus" with Helen Hayes in "The Twelve Pound Look," in "The Merry Widow" and the Giradoux-Valency work, "The Virtuous Island," directing the latter two and acting, as well, in the last. He was with Judith Anderson on "The Buick-Berle Show" and in several "Television Playhouse" offerings, such as "The King and Mrs. Candle" with Joan Greenwood, and "Here's Father." "Peter Pan" is the first musical in which Ritchard has appeared in this country. He recently was seen on the "Mr. Peepers" show for 4 consecutive weeks.

* * *
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KATHY NOLAN (Wendy) -- made her Broadway bow in this production of "Peter Pan," but is a theatrical veteran for all that. At the age of 13 months, infant Kathy was "carried on" by her mother in a drama titled "Stars and Stripes Forever." Tent shows and stock companies throughout the Midwest nurtured the growing child as she toured with her parents, but it was during a 12-year tenure on the Goldenrod, last of the Mississippi showboats, that she gained most of her acting experience. Here she played a time-tested repertory that ranged from "Uncle Tom's Cabin" to "The Drunkard." It was in St. Louis, where the Goldenrod was berthed, that Kathy first met Mary Martin, during Miss Martin's tour in "One Touch of Venus" in 1945. Miss Nolan, then 12, was playing Little Mary in "The Drunkard" when Miss Martin visited the Goldenrod. After graduating from high school in 1951, Kathy came to New York to attend the Neighborhood Playhouse School of the Drama and to try her luck on Broadway. Traveling with a children's theatre, working in the chorus of a Westinghouse industrial production and finally landing the part of Liz for 39 weeks last season on Brandon de Wilde's TV show, "Jamie," accounted for her time, in the interim. When Kathy auditioned for "Peter Pan" last Summer, she reminded Miss Martin of the time they had met backstage in St. Louis, almost a decade before.

* * *

MARGALO GILLMORE (Mrs. Darling) -- has enjoyed a rich acting career in some of Broadway's most outstanding plays, ever since her debut at the Criterion Theatre in "A Scrap of Paper." Highlights of her enviable performance record include leads in such fine examples of theatrical art as "He Who Gets Slapped," "Outward Bound," "The Green Hat," "Juarez and Maximilian," "Ned McCobb's Daughter," "The Silver Cord," "The Second Man," "The Barretts of Wimpole Street," "Mary of Scotland," "Biography," "Valley Forge," "Remember the Day," "The Distaff Side," "The Women," "No Time for Comedy," "Life With Father" and "State of the Union." During World War II, she accompanied Katharine Cornell in a now famous tour of the army circuit in "The Barretts of Wimpole Street."

* * *

JOE E. MARKS (Smee) -- is an alumnus of Gus Edwards' nostalgic "School Days," along with Walter Winchell, Eddie Cantor and George Jessel. Marks has once before delineated the role of Smee, in the 1950-51 production on Broadway and on tour, which saw Jean Arthur as "Peter Pan." Among his other Main Stem credits are "Bloomer Girl," "Topaz," "The Enchanted" and "Doughgirls." He was Grandpere in the national company of "The Happy Time." Over a score of motion pictures have employed his comedy talents, including "Rosalie," "Mannequin" and "So Ends Our Night." Television uses him regularly.

* * *

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SONDRA LEE (Tiger Lily) -- is appearing in her second Jerome Robbins' show, having scored earlier in the amusing ballets Robbins devised for "High Button Shoes." A few seasons back, she was a featured dancer and comedienne for more than 80 weeks on an original video musical comedy series called "Once Upon A Tune." Her more recent TV appearances, in between dancing engagements, have been on "Mr. Peepers," "Robert Montgomery Presents" and "The Kate Smith Show," among others.

* * *

NORMAN SHELLEY (Nana and the Crocodile) -- played the identical roles he now essays in Jean Arthur's "Peter Pan" on Broadway and the road. Before entering the animal kingdom, Shelly gave a very human account of himself in tours of "Tobacco Road," "Finian's Rainbow" and "Bloomer Girl."

* * *

HELLER HALLIDAY (Liza) -- has been acting since she was five and comes by her theatrical heritage naturally, being the daughter of star Mary Martin and producer Richard Halliday. From October, 1947, when she was somewhat under six, to June, 1948, when she was somewhat under seven, she accompanied her famous mother in a triumphal tour of "Annie Get Your Gun," in the part of Nellie, Annie Oakley's younger sister. She added to her laurels with Summer productions of Barrie's "Quality Street" and Shakespeare's "The Tempest" in Westport, Conn. Heller, whose happy, infectious unaffected and buoyant personality easily distinguishes her as a chip off the old block, wants most to be a professional ballet dancer. In that direction, she studied at the Sadler's Wells Ballet School in London, where her mother was then starring in "South Pacific." Heller is now training with the noted teacher, Nanette Charisse.

* * *

ROBERT HARRINGTON (John) -- is a young veteran of TV, notably "The Ruggles." Unlike the proverbial good children, Master Harrington was heard but not seen in the films "Hans Christian Andersen" and "The Farmer Takes a Wife." "Peter Pan" marked his Broadway debut.

* * *

JOSEPH (BUCKO) STAFFORD (Michael) -- was selected by Mary Martin, acting as contest judge, as "the cutest boy in New Jersey," for which he received \$500, over four years ago. The boy was amazed during "Peter Pan" rehearsals when Miss Martin recognized him. Though "Peter Pan" was his first Broadway show, he has an impressive list of film credits that include "The Robe," "The Long, Long Trailer," "Men of the Fighting Lady," "The Snows of Kilimanjaro" and "Trouble Along the Way."

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(more)

6 - "Peter Pan" -- Who's Who

DAVID BEAN (Slightly) -- is a native of Los Angeles and joined this production of "Peter Pan" in California, where it originated. Stricken with polio at the age of two, young David first began to study dancing to build up his weakened leg muscles and became so proficient at it that he turned professional.

* * *

STANLEY STENNER (Curly) -- is a product of Hollywood, where he studied at Ralph Thomas' Vocal Studio. He was most recently seen in a West Coast production of "Hansel and Gretel."

* * *

PARIS THEODORE (Nibs) -- was in Mary Martin's estimable company when she won millions of new fans on TV on the now historic "Ford 50th Anniversary Show." Paris is the son of Robert Tucker, assistant dance director for "Peter Pan," and the brother of Ian Tucker, who is Tootles in the show.

* * *

JACKIE SCHOLLE (First Twin) -- a showbusiness veteran at age 11. His Broadway plays and musicals include "The Remarkable Mr. Pennypacker," "Two Is Company," "Three Wishes for Jamie" and "Sundown Beach." A long list of big-time radio and TV shows, plus six motion pictures, have kept him busy.

* * *

DARRYL DURAN (Second Twin) -- has spent the last decade of his young life working in more than 200 movies, among them "The Silver Lode," "White Christmas," "Hans Christian Andersen," "The Farmer Takes A Wife" and "Destry." He is a native Californian.

* * *

IAN TUCKER (Tootles) -- is a young New Yorker already well-versed in the technique of TV acting. He was the Abracadabra Kid in the play of that name and had the title role in "Hop O' My Thumb," both on "Omnibus." Ian has also acted on "Danger."

* * *

RICHARD WYATT (Lion) -- first appeared on a professional stage as a member of Trudi Schoop's Comic Ballet in Geneva, Switzerland, quite a distance from his native Elkhart, Indiana. Wyatt, an alumnus of the Pasadena Playhouse, served in the Air Force for three years and has since been seen in "Pardon Our French," with Olsen and Johnson; in "High Button Shoes" on tour, in "The Chocolate Soldier" and the revue, "Ring Around the Ring."

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CARL ERBELE (Kangaroo) -- is proudly making his third appearance in a Mary Martin show, the first time being on Broadway in "One Touch of Venus" and the second time during the star's triumphant nationwide trek in "Annie Get Your Gun." For the past three years, Carl was with the national company of "Guys and Dolls" in the part of Rusty Charlie and also doubled as dance captain. The native Kentuckian has been dancing since he was 14. Broadway saw him previously in "On the Town" and "High Button Shoes."

* * *

JOAN TEWKESBURY (Ostrich) -- is a native of the California Redlands, where she was first seen as a country girl in "Evening in Schainburg" at the San Gabriel Playhouse in 1953. She was a dancer in the film, "Unfinished Dance."

* * *

ANN CONNOLLY (Wendy Grown-Up) -- is a member of a distinguished theatrical family, being the daughter of the late Walter Connolly and Nedda Harrigan (now Mrs. Joshua Logan), a niece of actor William Harrigan, and a granddaughter of Edward Harrigan of the famous team of Harrigan and Hart. Ann began her career in the Ziegfeld Follies in 1943 at the Winter Garden, the very theatre where "Peter Pan" played on Broadway. She has traveled the world as an actress, having performed in "The Doughgirls" for American GIs in the Pacific, and in "Up in Central Park" for our troops stationed in Europe. Between engagements, she has busied herself with literary work and in TV production.

* * *

ROBERT VANSELOW (Starkey) -- has been an actor-singer with the Los Angeles and San Francisco Civic Light Opera Associations for the past six years. Prior to that he was with the Air Force, in which he holds the rank of captain.

* * *

RICHARD WINTER (Cecco) -- was Dr. Falke in "Die Fledermaus" last year in a Los Angeles revival, and earlier this year was seen in "Brigadoon" in the same city. Winter hails from South Dakota and has played in a number of musicals, most of them on the West Coast.

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8 - "Peter Pan" -- Who's Who

FRANK LINDSAY (Noodler) -- trained for the stage at the Carnegie Institute of Technology. He has acted and danced in musical productions in Los Angeles and Vancouver, British Columbia. He was born in Victoria, B.C.

* * *

JAMES WHITE (Mullins) -- was with Vivienne Segal and Harold Lang in "Pal Joey" and later toured in that smart hit. He has danced in such other Broadway musical fare as "Brigadoon," "Gentlemen Prefer Blondes" and "My Darlin' Aida."

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NBC-New York, 2/24/55

WERNER HEDBERG (Hedberg) -- Director for the State of the
the Institute of Technology. He has been and is
and production in Los Angeles and Vancouver, British Columbia.
born in Victoria, B.C.

* * *

JAMES WHITE (Hillier) -- was with Vivienne Grey and
is now in "Red Sea" and later worked in that area. He
worked in such other places as "Bridgman"
"Hillier" and "Hillier's".

1100-1100 York, N.Y.

February 24, 1955

'THE ACTOR,' MARCH 6 BROADCAST OF 'BIOGRAPHIES IN SOUND'

ON NBC RADIO, WILL PRESENT VOICES OF STAGE 'GREATS'

- - -
Headliners of Past and Present to Be Heard in Play Excerpts;

Noted Commentators Will Then Analyze the Performances

Sir Laurence Olivier....Vivien Leigh....The Barrymores --

Lionel, Ethel and John....Tallulah Bankhead....Humphrey Bogart.....

These are only a few of the big dramatic stars whose voices will be heard on "The Actor," the latest in NBC News' series of BIOGRAPHIES IN SOUND, on Sunday, March 6 (7 to 7:55 p.m., EST).

This dramatic radio program will explore the complicated question: "What is an actor?" and the various personalities will be heard giving their views or delivering recitations from their most famous performances.

They, in turn, will be analyzed by such authorities as Mike Todd, the Broadway producer; Dick Maney, one of the country's most successful press agents; Dr. Hortense Powdermaker, the anthropologist who studied Hollywood and then wrote the book, "The Hollywood Dream Factory"; John Gustin, the psychoanalyst (he feels acting is a healthy outlet for people); and Leo Schull, publisher of Show Business.

The roster of big names continues.....Author William Saroyan will present his opinions of the thespian fraternity. Syndicated

(more)

2 - 'Biographies in Sound'

Columnists Leonard Lyons and Hy Gardner will do likewise, as will Rocky Graziano, Peter Ustinov, Dore Schary, Alfred Hitchcock, Walter Kerr, John Carradine, Michael Redgrave, Sir Ralph Richardson, Ralph Bellamy, and Joseph Mankiewicz. NBC's Chet Hagan and Gloria Kaye will edit the program.

"Biographies in Sound," which began last Fall with a program devoted to Sir Winston Churchill, has won such critical acclaim as a series that it will now be presented on a weekly basis under the supervision of Ted Cott, Operating Vice President of the NBC Radio Network.

Forthcoming programs, all scheduled for Sundays, are: March 13, Stan Kenton; March 20, a special three-hour program on Arturo Toscanini; March 27, George Bernard Shaw; April 3, Leo Durocher, and April 10, Franklin D. Roosevelt.

With the exception of the Toscanini show, which will be heard from 7 p.m. to 10 p.m., (EST) the programs are scheduled for the 7 to 7:55 p.m., (EST) time period.

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NBC-New York, 2/24/55

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1967-1968

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| 'MAHONEY-WINCHELL SHOW' CLIMBING STEADILY NIELSEN-WISE |

* _____ *

THE PAUL WINCHELL AND JERRY MAHONEY SHOW (NBC-TV, Saturdays, 10:30 a.m., EST) has grown steadily in popularity since its premiere three months ago and attained its highest rating to date in the latest Nielsen report.

"Winchell and Mahoney" received a 17.2 rating for the two-week period ending Jan. 22, a jump up from 14.9 in the previous survey. According to the report, it is seen in 5,012,000 homes.

The program was the leader for NBC-TV's Saturday morning block of shows designed especially for children. The other ratings are:

HAPPY FELTON'S SPOTLIGHT GANG (10 a.m., EST) -- 10.8;
 FUNNY BONERS (11 a.m., EST) -- 11.4; TOM CORBETT, SPACE CADET
 (11:30 a.m., EST) -- 13.2.

-----O-----

WILLIAM ANDERSON NAMED MANAGER OF BUSINESS PUBLICITY FOR THE NBC PRESS DEPARTMENT

The appointment of William Anderson as manager of business and trade publicity was announced today by Ellis Moore, director of the NBC Press Department.

Mr. Anderson joined NBC as manager of publicity for WRCA and WRCA-TV, NBC-owned stations in New York, March 1, 1954. Before coming to NBC, he was press editor for WOR-TV in New York for two years. Before that he served on the editorial staff of Collier's Magazine and was a rewrite man with the Associated Press in New York and the Austin (Tex.) American Statesman.

A native of Dallas, Tex., Mr. Anderson served with the U.S. Army Infantry during World War II. He is 31, a graduate of the University of Texas, and lives in New York City.

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THE PAID SERVICE AND THE SERVICE (WBC-TV) SERVICE

... (WBC-TV) has grown steadily in popularity since the service
months ago and estimated the figures being to date in the latest
in report.

"Wilson and Thomas" received a 15.2 rating for the two-
period ending Jan. 25, a jump up from 14.3 in the previous survey.
According to the report, it is now in 3,013,000 homes.

The program was the lowest for WBC-TV's Saturday morning
of shows carried especially for children. The other ratings

WBC-TV'S SATURDAY MORNING (10 A.M., EST) - 14.1

WBC-TV'S (11 A.M., EST) - 11.4; TOM CORREY, BEAT CORREY

10 A.M., EST) - 13.6.

WILLIAM ANDERSON, MANAGER OF BUSINESS POLICIES

FOR THE NEW YORK DEPARTMENT

The appointment of William Anderson as manager of business
policies was announced today by Ellis Moore, director of

the New York Department.

Mr. Anderson joined the department of business policies and
TV, New York's television in New York, March 1, 1964. Before coming
to New York he was general manager for WBC-TV in New York for two years.

He was a member of the editorial staff of Columbia Magazine and
before that the Associated Press in New York and the Atlantic
City in Atlantic.

A native of Dallas, Tex., Mr. Anderson moved with the U.S.
Military during World War II. He is a graduate of the
University of Texas, and lives in New York City.

27TH ANNUAL

ACADEMY AWARDS



WEDNESDAY, MARCH 30, 10:30 PM (EST)

A SERVICE OF



ACADEMY OF MOTION PICTURE ARTS AND SCIENCES AWARDS ON TELEVISION AND RADIO



© A.M.P.A.S.

BOB HOPE TO EMCEE MOTION PICTURE ACADEMY AWARDS
ON NBC-TV AND RADIO WEDNESDAY, MARCH 30

Bob Hope, NBC-TV and Radio star, who was master of cere-

monies of the Annual Awards ceremony of the Academy of Motion Picture Arts and Sciences two years ago, will return to perform that function again for this season's event Wednesday, March 30 (NBC-TV and NBC Radio, 10:30 to midnight, EST).

Charles Brackett, president of the Academy, announces that film director Jean Negulesco will be general director of the 27th Annual Academy Awards that night.

Negulesco directed the film, "Johnny Belinda," which in 1948, received 12 Academy nominations with its star, Jane Wyman, receiving the "best actress of the year award" for her performance in it. Negulesco also directed "Three Coins in a Fountain" which is one of the five films nominated this year for the "best picture" award. He has been a member of the Academy for 10 years.

The program, which will originate from the Pantages Theatre in Hollywood, will be telecast and broadcast by NBC for the third consecutive season. It will be sponsored by the Oldsmobile Division of General Motors.

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NBC-New York, 2/25/55



THE NATIONAL AERONAUTICS AND SPACE ADMINISTRATION
OFFICE OF PUBLIC AFFAIRS

WASHINGTON, D.C. 20546

FOR IMMEDIATE RELEASE: [Date]

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TRADE NEWS

A SERVICE OF



February 25, 1955

'HOME' STAFF WILL REMINISCE VISUALLY (VIA KINESCOPE)

DURING FIRST ANNIVERSARY TELECAST ON NBC MARCH 1

Members of NBC-TV's HOME staff will do a little reminiscing on the telecast of Tuesday, March 1 (11 a.m. to 12 noon, EST) on the occasion of the program's first anniversary.

Some of the "Home" highlights of the past year will be reviewed on kinescope.

Included will be a flashback to the remote telecast from Catalina Island when Arlene Francis, together with a TV camera and cameraman, were submerged in a diving bell. When they were ready to return to the Pacific's surface, something went wrong with the air pressure and instead of ascending slowly -- as it was supposed to do -- the bell mushroomed to the surface with tremendous force. Arlene let go with a scream that jarred peaceful housewives from coast to coast.

Another of "Home's" travel incidents to be seen again will show Arlene and producer Dick Linkroum opening the show in Fort Worth by landing in a helicopter during the height of a Texas downpour.

In Miami, the program's staff met with another element of the weather -- wind. It blew so hard that Arlene had considerable difficulty holding onto her wide-brimmed sun bonnet. This, too, will be reviewed.

(more)

At Fisherman's Wharf in San Francisco, Miss Francis was sent in the wrong direction when going from one feature spot to another. Finally set straight, she had to run as fast as her legs could carry her, around two piers which jutted out into the water. Arriving breathless at the appointed spot, she found there was no microphone waiting for her, and did a quick pantomime bit explaining her dilemma. This amusing "blooper" will also be repeated.

Hugh Downs' visit at the annual convention of American Indian tribes held just outside Oklahoma City last Summer when he participated in some of their native dances, will be shown on the anniversary show.

The "Home" series is presented Mondays through Fridays.

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NBC-New York, 2/25/55



color television presents

A MAX LIEBMAN PRODUCTION

BORIS KARLOFF ADDED TO ALL STAR ROSTER OF 'A CONNECTICUT YANKEE'
COLORCAST ON NBC-TV SATURDAY, MARCH 12 (9 TO 10:30 P.M., EST)

Max Liebman's NBC-TV color Spectacular of Mark Twain's A CONNECTICUT YANKEE, has added Boris Karloff to the all-star cast for Saturday, March 12 (9 to 10:30 p.m., EST).

As a Rodgers and Hart favorite on Broadway, and as a feature in silent and sound movies, "A Connecticut Yankee" has served as a vehicle for many stars -- and in its bow as a Liebman production on television it stands to gain still greater prestige through imaginative production and scope of audience with a new medium, color television.

EDDIE ALBERT has the role of Martin Barrett, the Connecticut Yankee who is struck on the head by his bride-to-be, only to find himself time-machined back into the days of King Arthur.

GALE SHERWOOD, as the modern Fay Arthur who deals the blow at Martin's bachelor supper, becomes Morgan Le Fay of King Arthur's time.

JANET BLAIR, is the modern Alice and the "olden dayes" Sandy.

BORIS KARLOFF, the special guest, is a present-day Arthur K. Arthur and King Arthur, himself, in the flashback part of the story.

(more)

2 - 'A Connecticut Yankee'

JOHN CONTE plays Philip Kay of today and is Sir Kay of the past.

LEONARD ELLIOTT is a "now-a-days" Dr. Merlin and becomes King Arthur's Merlin the Magician, who tries to match stunts with the Connecticut Yankee. The story of his confusion at cigarette lighters and predicted eclipses is of course, legendary.

BAMBI LINN and ROD ALEXANDER will add their sensitive dance interpretations to a gay production, which will echo and re-echo the ceaselessly popular melodies of the Richard Rodgers-Lorenz Hart score -- including "Thou Swell" and "My Heart Stood Still."

NBC Spectaculars are presented in compatible color and black and white. Nine of the 12 Spectaculars rated thus far have been ranked by Nielsen in the top 10 shows on a rating basis, and 10 of the 12 have been in the top 15 evening programs on a rating basis.

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NBC-New York, 2/25/55

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DRAMA OF SHOWBUSINESS TO STAR SINGER JOHNNY DESMOND
AND COMEDIAN JOEY ADAMS ON 'TELEVISION PLAYHOUSE'

- - -
First Play in Six-Year History of Series
To Have a Studio Audience

* ----- *

Singer Johnny Desmond and comic Joey Adams will star in
"Play Me Hearts and Flowers," a showbusiness drama by David Shaw, on
NBC-TV's PHILCO TELEVISION PLAYHOUSE Sunday, March 6 (9 p.m., EST).

It will originate in New York's Century Theatre, marking the
first presentation before a studio audience in the six-year history
of "Television Playhouse."

The cast for the drama, which concerns the off-stage con-
flicts between a singer and a comic who form a comedy team, also in-
cludes Ellen Cobb-Hill, Kay Medford, Luis Van Rooten and Alan Nourse.

Nick Mercer (Desmond), a singer and band leader, meets
comedian Bill Dix (Adams) during a telethon and makes a hit by play-
ing straight man for Dix's gags. Dix persuades him to be his part-
ner, and overnight they become the hottest act in showbusiness.

In time, the talented young singer finds that he is losing
his identity and that both his own personality and his marriage are
being destroyed. On and off-stage he is Billy Dix's straight man.
It is not until he introduces a new song, "Play Me Hearts and Flowers"
(which actually is Johnny Desmond's newest recording), that he
regains his confidence and realizes that he can make it on his own.

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[illegible]

10. *How much of the total population is employed in the service sector?*

February 25, 1955

'BOB HOPE RADIO SHOW' WILL SALUTE RADIO INDUSTRY

- - -

David Niven Is Guest on March 3 NBC Broadcast

Guest star David Niven will join Bob Hope in presenting a "documentary" on the BOB HOPE RADIO SHOW Thursday, March 3 (NBC Radio, 8:30 p.m., EST). The pair will salute the radio industry and will give their version of the "magic wireless" from its infancy through the present time.

Hope and Niven will satirize commercials, disc jockeys, daytime serials and mystery shows in their searching presentation. Les Brown and his Band of Renown will furnish the music and vocalist Margaret Whiting will sing "Melody of Love."

-----O-----

January 22, 1955

THE NEW YORK TIMES: WILL GIVE THE RADIO

David says, is given on March 3 and Thursday

There will also be given will join the page in

presentation of "documentary" on the 100th anniversary

KNOW THE NEW YORK TIMES: WILL GIVE THE RADIO (1:30 p.m., 1955)

The pair will also give the radio program and will

give their version of the "radio program" from

the history through the present time.

There will also be given will also give the radio

Disc program, giving again and again what is

their working presentation. The radio and the

Band of Sound will give the radio and the

Magazine will also give "radio of love."



TRADE NEWS

A SERVICE OF



February 28, 1955

LATEST NIELSEN GIVES NBC-TV

FIVE OUT OF THE TOP TEN

- - -

Evening Figures Are on Both a Rating and Homes-Reached Basis

The second Nielsen survey of 1955 lists five NBC-TV shows among the nation's top 10 evening programs on both a rating and homes-reached basis. NBC-TV also had eight out of 15, and 11 out of the top 20 programs.

The latest national audience counting survey, covering the period for the two weeks ending Jan. 22, 1955, shows that "You Bet Your Life," "Dragnet," "The Buick-Berle Show," "The Martha Raye Show" and "The Colgate Comedy Hour" were in the Nielsen top-10 list.

The survey revealed that NBC's average evening program had a rating of 27.7 and was seen in 7,934,000 homes. The CBS average program with a rating of 25.9 reached 7,221,000 homes. The average report this season (Sept. 11, 1954 -- Jan. 11, 1955) gives the average NBC program an advantage of 566,000 homes over the average CBS program.

"The Colgate Comedy Hour" obtained its highest ratings thus far this season, with Bob Hope's Jan. 9 program reaching a rating of 43.3 and Gordon MacRae's Miami telecast (Jan. 16) a 46.6.

(more)

2 - Nielsen Ratings

On Tuesday evening NBC increased its margin of lead over CBS. NBC's average program had a rating of 29.5 and reached 8,579,000 homes -- an increase of 10 per cent over the Jan. 1 report. The NBC share of audience increased from 41.9 to 46.2, whereas the CBS share decreased from 27.6 to 23.9.

All NBC Thursday evening programs (8-11 p.m., EST) obtained their highest ratings so far this season. The average Thursday evening program had a rating of 36.4 and was seen in 10,660,000 homes.

Other highlights in the latest Nielsen survey are:

"The Goodyear Television Playhouse" increased its rating 22 per cent from the previous report -- 29.4 to 36.0. The share of audience was up from 33 per cent to 46 per cent.

"Today" obtained a rating of 7.4 and homes reached of 2,001,000. This is the highest rating since last March (1954). The 7:30-8 a.m., EST segment had a rating of 9.1.

"Robert Montgomery Presents" increased in both ratings and audience share over the previous report. Share of audience is up from 30 per cent to 39 per cent.

The highest rating and share of audience this season was recorded for "Howdy Doody" in the current pocketpiece. Rating was a 19.2 and share of audience was 46.2. Share in the previous report was 37.3. All nine advertisers on "Howdy Doody" were in the top 10 in homes reached.

The top 10 evening ratings were:

1.	I Love Lucy (Phillip Morris)	55.2
2.	Jackie Gleason Show	52.8
3.	I Love Lucy (Procter & Gamble)	52.1
4.	Disneyland	50.1

(more)

(over)

1. I Love Lucy (41.1)
2. Jackie Gleason Show (38.4)
3. I Love Lucy (Property & Casualty) (37.1)
4. The Mary Pickford Show (36.8)

The top 10 weekly ratings were:

names released.

37.3. All nine contestants on "I Love Lucy" were in the top 10 and share of audience was 45.2. Seven in the previous report. 30 per cent in 39 per cent.

ence share over the previous report. Share of audience is 40

"Robert Montgomery Presents" increased in both ratings and 0-8 a.m., 1ST segment had a rating of 9.1.

01,000. This is the highest rating since last season (1957). The "Today" obtained a rating of 7.4 and share increased to

range was up from 31 per cent to 40 per cent.

er sent from the previous report -- 27.4 to 30.7. The share of "The Goodbye Television Program" increased its rating

Other highlights in the latest ratings survey are:

program had a rating of 30.4 and was down in 10,000,000 homes.

a highest ratings so far this season. The average Thursday even- All NBC Thursday evening program (8-11 p.m., EST) obtained

erased from 27.6 to 25.9.

of audience increased from 41.9 to 46.2 between the two

is -- an increase of 10 per cent over the last 12 months. The

NBC's average program had a rating of 29.9 and reached 2,579,000

On Tuesday evening NBC increased its weekly audience over

3 - Nielsen Ratings

5.	DRAGNET	50.0
6.	YOU BET YOUR LIFE	49.4
7.	BUICK-BERLE SHOW	48.7
8.	MARTHA RAYE SHOW	47.5
9.	Toast of the Town	45.9
10.	COLGATE COMEDY HOUR	45.0

The homes-reached were:

1.	I Love Lucy (Phillip Morris)	16,792,000
2.	I Love Lucy (Procter & Gamble)	15,896,000
3.	Jackie Gleason Show	15,602,000
4.	YOU BET YOUR LIFE	15,037,000
5.	DRAGNET	14,955,000
6.	Disneyland	14,890,000
7.	BUICK-BERLE SHOW	14,678,000
8.	MARTHA RAYE SHOW	14,079,000
9.	COLGATE COMEDY HOUR	13,725,000
10.	Toast of the Town	13,692,000

(Note to editors: Where one show appears twice, alternate sponsorship is indicated).

-----O-----

NBC-New York, 2/28/55

10. COLEMAN COUNTY LEAD
 9. TOWN OF THE TOWN
 8. HART'S DATE SHOW
 7. BUCK-BRILL SHOW
 6. YOU ARE YOUR LINE
 5. BUCK-BRILL SHOW

50.0
 40.0
 30.0
 20.0
 10.0

The lower-reduced work:

1. I Love Lucy (Marilyn Monroe)
 2. I Love Lucy (Desi Arnaz & Lucille Ball)
 3. I Love Lucy (Desi Arnaz & Lucille Ball)
 4. YOU ARE YOUR LINE
 5. DRAGNET
 6. BUCK-BRILL SHOW
 7. BUCK-BRILL SHOW
 8. HART'S DATE SHOW
 9. COLEMAN COUNTY LEAD
 10. TOWN OF THE TOWN

14,700,000
 14,800,000
 15,000,000
 15,000,000
 15,000,000
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 15,000,000
 15,000,000

[Note: In addition, there are some special issues, alternate

revenue is indicated).

WAS-NEW YORK 5-10-68



TRADE NEWS

A SERVICE OF



February 28, 1955

NBC ADDS "GEORGE GOBEL SHOW" AND "CAESAR'S HOUR"
TO PROGRAM SERVICE PLAN FOR OPTIONAL AFFILIATES

- - -

Substantial Increase in Number of Optionals Ordered
By Network Advertisers Marks NBC Efforts

In accordance with the National Broadcasting Company's policy of making more top-quality sponsored programs available to unordered optional stations as an additional network service, plans were announced today (Monday, Feb. 28) to offer NBC-TV's "The George Gobel Show" and "Caesar's Hour" to optional affiliates. The effective date for "The George Gobel Show" is Saturday, March 19 and for "Caesar's Hour" Monday, March 14.

These two shows will join "Today," "Howdy Doody," "Home" and "The Imogene Coca Show" as top calibre network programs now available to NBC optional stations under the network's Program Service Plan for optional affiliates.

Recognizing the importance to its optional affiliates of obtaining more network programs and network sales, NBC proposed at the NBC television affiliates meeting in Chicago last September, a plan designed to provide high quality network programming to affiliates not ordered by the network advertiser. The plan was welcomed by the optionals and became effective Oct. 4, 1954.

(more)

The first part of the paper is devoted to a discussion of the general principles of the theory of the structure of the atom. It is shown that the structure of the atom is determined by the laws of quantum mechanics, and that the laws of quantum mechanics are in agreement with the experimental facts.

In the second part of the paper, the author discusses the problem of the structure of the nucleus. It is shown that the structure of the nucleus is determined by the laws of quantum mechanics, and that the laws of quantum mechanics are in agreement with the experimental facts. The author also discusses the problem of the structure of the electron, and shows that the structure of the electron is determined by the laws of quantum mechanics, and that the laws of quantum mechanics are in agreement with the experimental facts.

The third part of the paper is devoted to a discussion of the problem of the structure of the molecule. It is shown that the structure of the molecule is determined by the laws of quantum mechanics, and that the laws of quantum mechanics are in agreement with the experimental facts. The author also discusses the problem of the structure of the crystal, and shows that the structure of the crystal is determined by the laws of quantum mechanics, and that the laws of quantum mechanics are in agreement with the experimental facts.

The fourth part of the paper is devoted to a discussion of the problem of the structure of the solid. It is shown that the structure of the solid is determined by the laws of quantum mechanics, and that the laws of quantum mechanics are in agreement with the experimental facts. The author also discusses the problem of the structure of the liquid, and shows that the structure of the liquid is determined by the laws of quantum mechanics, and that the laws of quantum mechanics are in agreement with the experimental facts.

The fifth part of the paper is devoted to a discussion of the problem of the structure of the gas. It is shown that the structure of the gas is determined by the laws of quantum mechanics, and that the laws of quantum mechanics are in agreement with the experimental facts. The author also discusses the problem of the structure of the plasma, and shows that the structure of the plasma is determined by the laws of quantum mechanics, and that the laws of quantum mechanics are in agreement with the experimental facts.

The sixth part of the paper is devoted to a discussion of the problem of the structure of the universe. It is shown that the structure of the universe is determined by the laws of quantum mechanics, and that the laws of quantum mechanics are in agreement with the experimental facts. The author also discusses the problem of the structure of the galaxy, and shows that the structure of the galaxy is determined by the laws of quantum mechanics, and that the laws of quantum mechanics are in agreement with the experimental facts.

The seventh part of the paper is devoted to a discussion of the problem of the structure of the life. It is shown that the structure of the life is determined by the laws of quantum mechanics, and that the laws of quantum mechanics are in agreement with the experimental facts. The author also discusses the problem of the structure of the mind, and shows that the structure of the mind is determined by the laws of quantum mechanics, and that the laws of quantum mechanics are in agreement with the experimental facts.

The eighth part of the paper is devoted to a discussion of the problem of the structure of the soul. It is shown that the structure of the soul is determined by the laws of quantum mechanics, and that the laws of quantum mechanics are in agreement with the experimental facts. The author also discusses the problem of the structure of the spirit, and shows that the structure of the spirit is determined by the laws of quantum mechanics, and that the laws of quantum mechanics are in agreement with the experimental facts.

The ninth part of the paper is devoted to a discussion of the problem of the structure of the God. It is shown that the structure of the God is determined by the laws of quantum mechanics, and that the laws of quantum mechanics are in agreement with the experimental facts. The author also discusses the problem of the structure of the Devil, and shows that the structure of the Devil is determined by the laws of quantum mechanics, and that the laws of quantum mechanics are in agreement with the experimental facts.

The tenth part of the paper is devoted to a discussion of the problem of the structure of the universe. It is shown that the structure of the universe is determined by the laws of quantum mechanics, and that the laws of quantum mechanics are in agreement with the experimental facts. The author also discusses the problem of the structure of the galaxy, and shows that the structure of the galaxy is determined by the laws of quantum mechanics, and that the laws of quantum mechanics are in agreement with the experimental facts.

2 - Optional Stations

It serves the double purpose of helping these stations develop audience and become more attractive to network advertisers; and also to realize local revenue opportunities pending network sale, since the stations receiving the network programs are permitted to use them for local or national spot sales. In addition, it has served to make these stations individually available to individual network advertisers using network participation or multi-sponsored NBC programs and has thus developed for the stations concerned network sales which could not otherwise have been obtained.

In accordance with this plan, NBC has been furnishing "Home," "Howdy Doody," and "The Imogene Coca Show" to optional stations which are not ordered by network advertisers and are on the interconnected network carrying the shows. In January, 1954, "Today" was added to the group of programs made available on this basis.

Under the Program Service Plan, "Home" is now seen on 42 optionals and "Today" on 28 such stations, in addition to those on the normal commercial lineup. "Howdy Doody," is furnished to 65 stations not ordered by the network sponsors, and "The Imogene Coca Show" is furnished to 25 such stations.

As a result NBC has been able to offer these stations individually to the individual advertisers sponsoring the programs on a participation or co-sponsored basis.

The extent of the network orders developed on this basis is 367 participations on "Today," 2,972 participations on "Home," 126 segments (15-minute) on "Howdy Doody," and 46 (number of orders for stations from current four advertisers) on "The Imogene Coca Show."

(more)

3 - Optional Stations

Concurrently with the announcement of the Program Service Plan, NBC also announced the establishment of a station sales unit to build more network business on its optional stations. Headed by Richard Soule, the sales unit assembles detailed and individualized selling information on the markets and facilities represented by NBC's optional affiliates; conducts continuing analyses of the lineups on commercial accounts; and assists in the sale of lineup additions on an account-by-account basis.

The network expects that this step will greatly strengthen its continuing sales effort to get more network advertisers to place more business on optional affiliates. As a result of their past efforts, NBC Sales and Sales Traffic representatives have rolled up an outstanding record in increasing network business on these optional affiliates.

Comparing January, 1955, with January, 1954, there has been a 45 per cent increase in weekly sponsored hours placed by NBC on the same group of 90 optional stations affiliated with the network since January, 1954 -- an increase from a total of 813 hours per week in January, 1954, to 1,183 hours per week in January, 1955 (these figures do not include the "Today," "Home," "Howdy Doody," or "Tonight" programs).

Over the past year there has also been a substantial increase in the number of optional affiliates ordered by NBC network advertisers during the average evening program period. For example, the number of optionals carrying the "Buick-Berle Show" (Tuesdays, 8-9 p.m., EST) has increased from 71 to 118; the optional station

(more)

Consistent with the commitment of the Federal Reserve

to the public, the Board has announced the establishment of a system which will be

designed to provide a more efficient and effective system of

regulation, and will be subject to the same rules and standards

as the information on the assets and liabilities of the

financial institutions; and will be subject to the same rules and standards

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financial institutions; and will be subject to the same rules and standards

4 - Optional Stations

lineup carrying the "Ford Theatre" (Thursdays, 9:30-10 p.m., EST) has increased from 56 to 97; "Justice" (Borden -- Thursdays, 8:30-9 p.m., EST) was being carried by 32 stations this January as compared to 10 during January, 1954; in the Saturday, 10-10:30 p.m., EST period, the optional station lineup has gone up from 10 to 55; the "Cavalcade of Sports" (Fridays, 10-10:45 p.m., EST) has increased its optional lineup to 88 as against 53 a year ago. "This Is Your Life" (Wednesdays, 10-10:30 p.m., EST) is carried by 44 optionals, compared with last year's figure of 28.

"The addition of 'Caesar's hour' and 'The George Gobel Show' to the list of quality network programming we are making available to our optional affiliates is indicative of things to come in the way of NBC's continuous efforts to increase the number of such network programs," Harry Bannister, Vice President in charge of Station Relations, said. "It is also indicative of the tremendous cooperation achieved between NBC and its optionals and of the outstanding commercial successes both the network and the optionals stand to achieve in the future."

-----O-----

NBC-New York, 2/28/55

The following are the "Best" (1950-1951) and "Second Best" (1952-1953) papers in the field of "The Role of the State in Economic Development". The first paper is by [Name], and the second is by [Name]. Both papers are highly regarded for their contribution to the understanding of the role of the state in economic development. The first paper is particularly notable for its analysis of the role of the state in the development of the [Country]. The second paper is also highly regarded for its analysis of the role of the state in the development of the [Country].

The addition of "The Role of the State in Economic Development" to the list of papers is a significant contribution to the field. It provides a comprehensive analysis of the role of the state in economic development, and is highly regarded for its contribution to the understanding of the role of the state in economic development. The paper is particularly notable for its analysis of the role of the state in the development of the [Country]. The paper is also highly regarded for its analysis of the role of the state in the development of the [Country].



A SERVICE OF



ANNOUNCE TED COTT'S RESIGNATION

The resignation of Ted Cott as Operating Vice President of the NBC Radio Network, effective March 1, was announced today by the National Broadcasting Company.

Cott joined the National Broadcasting Company in April, 1950, as manager of its three stations in New York City -- WRCA, WRCA-TV and WRCA-FM. He was elected a Vice President in March, 1952. He became Operating Vice President of the NBC Radio Network in August, 1953, and was assigned additional duties in connection with the exploitation of subsidiary talent and program rights in March, 1954.

Born in Poughkeepsie, N. Y., on Jan. 1, 1917, Cott began his radio career at the age of 16 on the staff of New York City's municipal station, WNYC, as an announcer, producer and director.

-----O-----

NBC-New York--2/25/55

THEORY OF THE EARTH

The theory of the earth is a branch of geology which deals with the origin and development of the earth and its various parts.

The theory of the earth is a branch of geology which deals with the origin and development of the earth and its various parts.

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THEORY OF THE EARTH

THEORY OF THE EARTH



TRADE NEWS

A SERVICE OF



February 28, 1955

'EMMY' TV AWARDS WILL BE MADE ON TWO COASTS WITH
STEVE ALLEN EMCEE IN THE WEST, GARROWAY IN EAST

- - -

Guests, Nominees, Stellar Participants to Be in Famed Nightclubs
For NBC-TV Coverage of Academy of TV Arts and Sciences Event

Emcee Steve Allen (in Hollywood) will be aided by Dave Garroway (in New York) to make the "Emmy" award presentations a television tale of two cities Monday, March 7 (NBC-TV, 11:30 p.m. - 1 a.m., EST).

The seventh annual award dinner of the Academy of Television Arts and Sciences will be a transcontinental event with emcee Allen at Frank Sennes' Moulin Rouge nightclub in Hollywood and Garroway at Nino's Larue in New York.

The two NBC headliners will preside over 1,600 guests and 94 nominees who will assemble in the two night spots. Fifty-four of the possible winners will assemble in Hollywood and the balance in New York. The actual presentations in the 21 national award categories will be made by Jimmy Durante, George Burns, Danny Thomas, Jack Benny, Ralph Edwards and Dr. Frank C. Baxter in Hollywood. Dave Garroway will handle all New York presentations of the famed statuettes.

(more)

2 - "'Emmy' TV Awards"

Emcee Allen will introduce the "presenters" in the above order. Each will present four of the awards. If the winner is in Hollywood, he or she will receive the award on stage at the Moulin Rouge. If the winner is in New York, there will be a television switch to Nino's Larue, where Dave Garroway will bestow the honor.

The final award, honoring the best program of the year, will be made by Dr. Frank C. Baxter, co-chairman of the ATAS awards committee.

"Presenters" George Burns, Danny Thomas, Jack Benny and Ralph Edwards are themselves in the "Emmy" competition.

Arrangements were announced by Don DeFore, President of the Academy. The entire awards program will be produced by William Kayden and directed by William Bennington.

-----o-----

NBC-New York, 2/28/55

These will include the "presenters" in the show. Each will present one of the awards. If the winner is in the show, he or she will receive the award on stage at the Madison. If the winner is in New York, there will be a television show to him or her, where Dave Barrow will bestow the honor. The final award, honoring the best program of the year, will be by Dr. Frank C. Buxton, chairman of the ATAS awards.

"Presenters" George Loring, Danny Thomas, Frank Henry and Edwina are themselves in the "many" competition. Arrangements were arranged by Don DeFord, President of the NY. The entire awards program will be produced by William Layton, created by William Thompson.

WBO-TV New York, 2/28/55



COLOR TELEVISION NEWS

A SERVICE OF



CREDITS, SYNOPSIS OF SCENES AND MUSICAL NUMBERS IN 'PETER PAN'

COLORCAST ON NBC-TV, MONDAY, MARCH 7, 7:30-9:30 p.m., EST

Staff for 'Peter Pan' Company

Produced by.....RICHARD HALLIDAY
Directed and Staged by.....JEROME ROBBINS
Lyrics by.....CAROLYN LEIGH
Music by.....MARK CHARLAP
Additional Music by.....JULE STYNE
Additional Lyrics by.....BETTY COMDEN and ADOLPH GREEN
Scenery by.....PETER LARKIN
Costumes Designed by.....MOTLEY
Conductor.....LOUIS ADRIAN
Orchestral Arrangements by.....ALBERT SENDREY
Incidental Music by.....TRUDE RITTMAN and ELMER BERNSTEIN

* * *

Staff for NBC

Produced by.....FRED COE
Directed by.....CLARK JONES
Associate Producer.....BILL NICHOLS
Unit Manager.....PERRY CROSS
Associate Director.....DOMINICK DUNNE

(more)

2 - Credits -- 'Peter Pan'

Technical Director.....LAWRENCE ELIKANN
Adapted for TV by.....SUMNER LOCKE ELLIOTT
Additional Scenery by.....OTIS RIGGS
Costume Supervision.....ROSE BOGDANOFF
Musical Supervision.....HARRY SOSNIK

* * *

Synopsis of Scenes

ACT 1

- Scene 1. The Nursery of the Darling Residence.
- Scene 2. Flight to Neverland

ACT II

- Scene 1. Neverland
- Scene 2. Path Through the Woods
- Scene 3. Neverland Home Underground.

ACT III

- Scene 1. The Pirate Ship
- Scene 2. Path Through the Woods.
- Scene 3. The Nursery of the Darling Residence.
- Scene 4. The Nursery, many years later.

* * *

Musical Numbers

ACT 1

- Scene 1
 - Tender Shepherd.....Mrs. Darling, Wendy, John and Michael
 - I've Got to Crow.....Peter
 - Neverland.....Peter
 - I'm Flying.....Peter, Wendy, John and Michael

(more)

Local Director.....

ed for TV by.....

Local Secretary by.....

ne Supervision.....

I Supervision.....

* * *

Synopsis of Scenes

ACT I

Scene 1. The Nursery of the Nursing Home.

Scene 2. Night in Hospital.

ACT II

Scene 1. Hospital.

Scene 2. Path Through the Woods.

Scene 3. Hospital Room.

ACT III

Scene 1. The Fifth Day.

Scene 2. Path Through the Woods.

Scene 3. The Nursery of the Nursing Home.

Scene 4. The Nursery, next scene.

* * *

Local Director

ACT I

Scene 1

Tender Shepherd.....

I've got to go.....

Neverland.....

I'm flying.....

(over)

ACT II

Scene 1

Pirate Song.....Hook and Pirates
A Princely Scheme.....Hook and Pirates
Indians.....Tiger Lily and Indians
Wendy.....Peter and Boys
Another Princely Scheme.....Hook and Pirates
Neverland Waltz.....Liza

Scene 2

I Won't Grow Up.....Peter and Boys
Mysterious Lady.....Peter and Hook

Scene 3

Ugg-a-Wugg }
The Pow-Wow Polka }Peter, Tiger Lily, Children
Distant Melody.....Peter and Indians

ACT III

Scene 1

To the Ship.....Peter and Company
Hook's Waltz.....Hook and Pirates
The Battle.....Peter, Hook and Company

Scene 2

Reprise: I've Got to Crow...Peter, Liza and Company

Scene 3

Reprise: Tender Shepherd....Wendy, John and Michael
Reprise: I Won't Grow Up....The Darling Family and Lost
Boys

Scene 4

Reprise: Neverland

* * *

(Nine NBC Spectaculars have hit the Nielsen top 10 rating
list, and 10 have been in the top 15).

-----O-----

ACT II

Scene 1

Everard Maitland.....
Another Princessy Gown.....
Hook and Pirates.....
Wendy.....
Peter and Boys.....
Tiger Lily and Indians.....
Hook and Pirates.....
Tiger Lily and Pirates.....

Scene 2

Myristic Lady.....
I won't grow up.....
Peter and Boys.....
Peter and Hook.....

Scene 3

Uss-a-Wiss.....
The Pow-wow Police.....
Distant Melody.....
Peter.....
Hook and Indians.....
Tiger Lily, Children.....

ACT III

Scene 1

To the Ship.....
Hook's Wife.....
Hook and Indians.....
Peter, Hook and Company.....
The Battle.....

Scene 2

Repulse: I've got to grow... Peter, Lisa and Company

Scene 3

Repulse: Tiger Shepherds... Wendy, John and Michael
Repulse: I won't grow up... The Darling Family and Peter
Boys

Scene 4

Repulse: Neverland

* * *

(Since WPC Spectators have hit the Maitland top 10 rating
se, and to have been in the top 10).
